DECEMBER 30, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Highest Safety Council Award Result of WHO Listeners' Cooperation!

We at WHO are proud of the National Safety Council's Award. We greatly prize it. But—we are even *more* proud of the enthusiastic response to our Farm Safety Campaign—response not only from our entire staff, but also from our loyal Iowa listeners.

The statistics speak for themselves. In less than twelve months, WHO broadcast 313 "farm safety features", from announcements to full half-hour programs. Fifteen WHO script writers, five WHO directors and producers, worked hard on the features. Nineteen WHO farm advertisers gladly contributed time on their sponsored programs. Eighty-five National, State and County leaders spoke on WHO. Sixty-five of Iowa's 99 counties actively participated in WHO's Safety Week Contest. Twenty-four cash awards were given by this station.

Most important of all, the campaign produced RESULTS. No single farm machinery or livestock fatality occurred in Iowa during the week of the Contest.

That is WHO Public Service IN ACTION. It is Public Service that mutually benefits the Community, the Advertiser, the Station.

WHO

for Iowa PLUS

50,000 Watts . . . . . Des Moines

B. J. Palmer, President ● J. O. Maland, Manager

Free & Peters, Inc., National Representatives

six stations that are

OUTSTANDING PROFIT BUYS

for any advertiser

WDEL
Wilmington, Del.
(Established 1922)

WKBO
Harrisburg, Pa.
(Established 1922)

WGAL
Lancaster, Pa.
(Established 1922)

WRAW
Reading, Pa.
(Established 1922)

WORK
York, Pa.
(Established 1932)

WEST
Easton, Pa.
(Established 1936)

NBC

Learn how economically you can reach these six prosperous markets.

Sales Representative

RADIO ADVERTISING CO.

New York **Chicago**

San Francisco **Dallas** **Hollywood**

In The Public Interest

KGW's weekly dramatization of news events of particular interest to residents of Portland and the Pacific Northwest, has dealt with such diverse subjects as the effects of the coal strike on this area, to the dramatic story of a man who regained his speech after 28 years of muteness; has interviewed such famous persons as ex-Marine General Evans Carlson, Secretary of Agriculture Clinton Anderson, Oregon's Governor Earl Snell, Harold Stassen, and Albert Goss, Master of the National Grange.

Bob Thomlinson, KGW chief announcer and director of special events, has been active in providing on-the-spot pickups and wire recordings of news events.

It's a timely, informative, entertaining supplement to KGW's complete local and national news coverage- an outstanding example of KGW's activities "in the public interest".

In The Public Interest, broadcast every Friday evening at 9:30, is available for sponsorship. Contact your nearest Petry office, or Station KGW direct.

KGW

620 ON YOUR DIAL

AFFILIATED WITH NBC

TOM SWAFFORD
Writer and Producer

EARL PETERSEN
Engineer
(Above)

WAYNE ROBERTS
Narrator
(Center)

GLENN SHELLEY
Organist
(Below)

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

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BROADCASTING... at deadline

Closed Circuit

ASSOCIATED PRESS directors, having mulled over since last spring ways to put into effect membership action enabling radio stations to become AP associate members, will consider subject again at AP board meeting Jan. 7 in New Orleans. Formula may be announced then, more probably month or two later, almost certainly before next general membership meeting in April.

SEQUEL OF SALE of *Spartanburg Herald & Journal* by Smith Davis, president of Smith Davis & Co., newspaper and radio brokers, to General Newspapers Inc. may be disposition of WORD, Spartanburg 250-watter, to same organization. Joseph B. Bryan, vice president of Jefferson Standard Life Insurance Co., is 50% owner of WORD with Mr. Davis owning other half. They bought station two years ago.

DESPITE stony silence from both White House and Sen. Wallace H. White Jr., it's more than even bet that latter urged appointment of Commodore E. M. Webster to existing FCC vacancy. Irrespective of politics (Webster has had none), Sen. White admires ex-Coast Guard communications chief, having been intimately associated with him at several world radio conferences. White's endorsement isn't tantamount to appointment but it's important because he will be Senate Majority Leader, and also likely will head Senate Interstate & Foreign Commerce Committee.

JOT DOWN as practically certain switch in affiliations of Fort Industry stations WGBS Miami, potential 50,000 watter, and WAGA Atlanta to CBS from ABC network as sequel to switch of WWVA Wheeling, 50,000 watter, formally announced by George B. Storer, Fort Industry president and Herb Akerberg, CBS vice president [BROADCASTING, Dec. 23].

FOURTH participant in first "free radio" debate of 1947—scheduled Jan. 8 at Yale Law School—will be Robert K. Richards, editorial director of BROADCASTING. Other participants [CLOSED CIRCUIT, Dec. 23]: Comr. Clifford J. Durr and Charles I. Siepmann, of Blue Book background, and Louis G. Caldwell, senior Washington partner of Kirkland, Fleming, Green, Martin & Ellis.

REORGANIZATION of radio department of Young & Rubicam, a top agency in radio billings, may break around March. While agency has lost some billings, it has increased smaller accounts geared primarily toward radio with reorientation of department said to be desired for handling.

WHEN network-AFM contracts expire Dec. 31, James Caesar Petrillo expected to permit feeding musical programs to FM stations without extra fees. Reason: He's fearful Congress will enact Lea Act into overall legislation (dispelling constitutional doubts). Besides, other union leaders reported prodding him to "take it easy" while labor legislation is pending.

Upcoming

Jan. 3: Eightieth Congress Opens 12 Noon (on all networks and television).

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.

Jan. 8-9: NAB Area A Meeting (Districts 15, 16, 17) Mark Hopkins Hotel, San Francisco.

Jan. 10: NAB Separate Meetings (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.

Jan. 10: FM Assn. Organization Meeting, 10 a.m., Hotel Statler, Washington.

(Other Upcomings page 76.)

Bulletins

CBS Friday notified BBDO, Chicago, it was exercising preemptory clause in contract for *The Whistler*, 9:30-10 p.m., CST, Sun., sponsored on WBBM by Peter Hand Brewing Co. Ruthrauff & Ryan (Wm. Wrigley Jr. Co.) and Shaw-Levally Inc., Chicago (Household Finance Corp.), reported seeking program for full CBS network, except Pacific Coast, with Household Finance holding inside track.

EDWARD WILHELM, who handles Gillette Safety Razor sportscasts at Maxon Inc., New York, and Harry Wismer, ABC sports director, and their wives received slight injuries in train wreck Dec. 27. They were on Panama Limited on way to New Orleans where Mr. Wismer will describe Sugar Bowl game New Year's Day for Gillette on ABC.

Business Briefly

NOMA ELECTRIC APPOINTS ● Noma Electric Corp., N. Y., appoints Albert Frank-Guenther Law, N. Y., agency for Estate Heatrola Division. Radio will be used.

RITEPOINT NAMES ● Ritepoint Co. (mechanical pencils) names Gardner Adv. Co., St. Louis, as advertising counsel. L. C. MacGlashan account executive.

TWO TV SERIES ● Standard Brands, N. Y. (Chase & Sanborn instant coffee), renews sponsorship two television programs, *Hour Glass* and *Face to Face*, on WNBT N. Y. *Hour Glass* broadcast Thurs. 8-9 p.m., and *Face to Face* Sun., 8-8:30 p.m. Agency, J. Walter Thompson Co., N. Y.

NBC 1946 BUSINESS SETS ALLTIME RECORD

NBC business in 1946 set alltime record, network announced Friday in yearend review. Significant 1946 facts: Average number of stations used by evening advertisers was 127; 90% of 1945 commercial programs renewed for 1946, many clients using larger networks; though spot sales dropped nationally, NBC maintained 1945 volume for first three-quarters of 1946; spot improvement predicted in 1947.

Network added six affiliates, with one deleted, bringing total to 160 with WOC Davenport and WFLM Flint scheduled to join Jan. 1. Thesaurus service now has over 300 stations, NBC said, with greater activity in sale of NBC syndicated programs. WRC Washington video outlet will be ready in spring, with FM outlet under construction. Plans complete for Cleveland, Chicago and Hollywood television stations.

Chicago AFRA Negotiations Break Down

NEGOTIATIONS between AFRA and Chicago Class A stations broke down late Friday when all stations joined WENR-ABC contention that no compromise could be made on station argument that differential between sustaining and commercial staff announcers should be continued. AFRA had demanded elimination of sustaining classification.

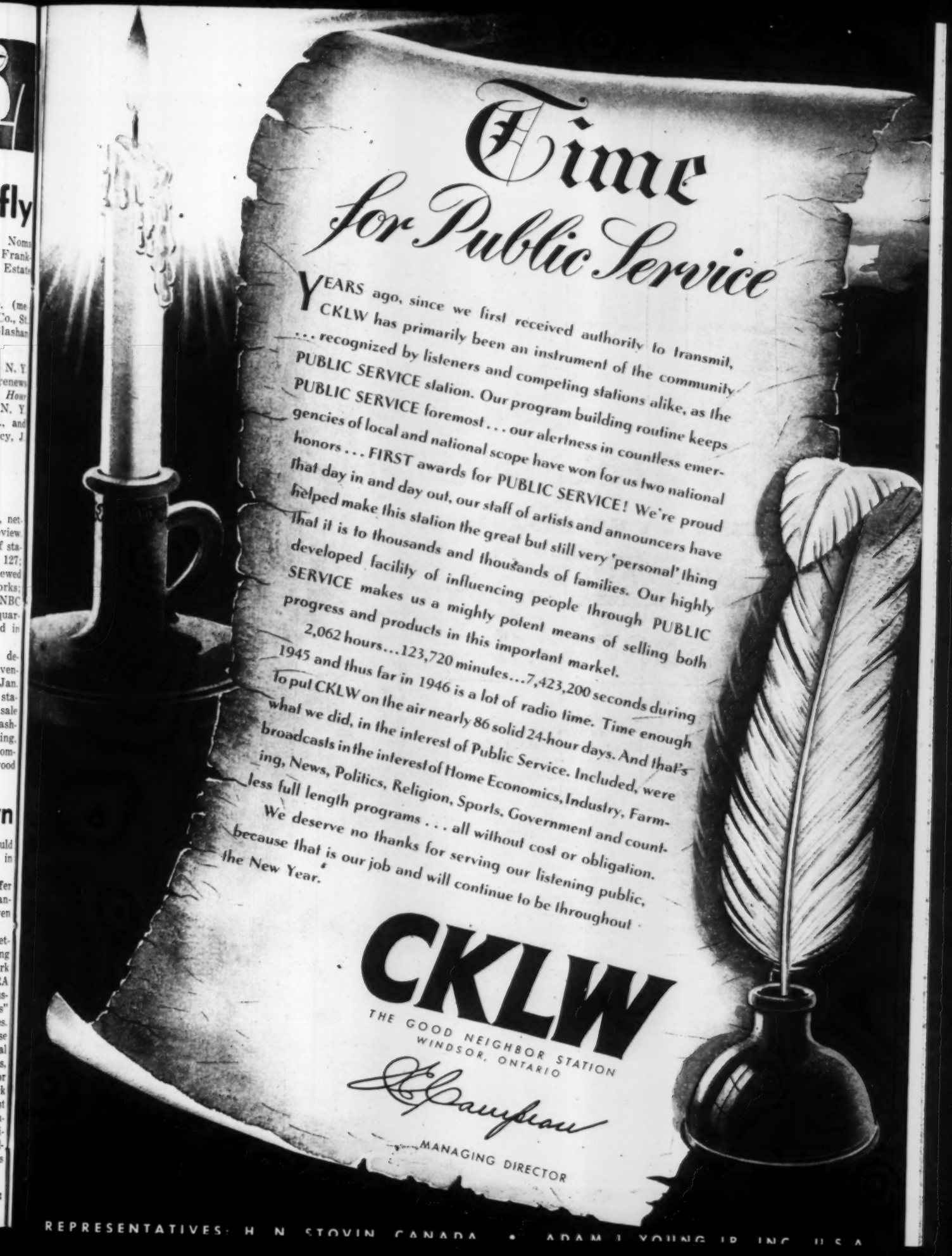
Chicago's five Class A stations—WENR WMAQ WGN WBBM WLS—told Ray Jones, assistant national AFRA executive secretary and secretary of Chicago local, there'd be no compromise. Mr. Jones walked out. Following joint statement issued by stations:

"The Chicago local AFRA negotiations have recessed with no definite time set for future sessions. A unanimous front by Chicago station management on the maintenance of the non-commercial announcer classification has resulted in a stalemate. As a result all of the Chicago local AFRA contracts remain open."

Seven of 71 announcers employed by five major stations classified non-commercial. Class A stations expressed regrets that AFRA took "arbitrary stand" when so few local AFRA members involved, said union demands would result in decreased use of AFRA talent in future.

Stations boosted original 20% increase offer over basic $66.30 to $84.70 for sustaining announcers, but refused further concessions even at strike threat.

Meanwhile delay is anticipated in joint network-AFRA announcement of contract-signing which was to have been made in New York this week. Before Chicago breakdown AFRA and network officials said commercial and sustaining codes agreed on, with "minor details" to be ironed out in Chicago and Los Angeles. New contracts to include 20% overall increase for actors, singers, announcers on commercial code; 20% hike on sustaining code for actors, singers [BROADCASTING, Dec. 23]. Increase for sound-effects men, according to New York sources, 25% New York, Chicago; 30% West Coast. George Heller, AFRA national executive secretary, meeting separately with individual networks on further details on sound-effects contract, although AFRA and networks reported in general agreement.


Time
for Public Service
YEARS ago, since we first received authority to transmit, CKLW has primarily been an instrument of the community . . . recognized by listeners and competing stations alike, as the PUBLIC SERVICE station. Our program building routine keeps PUBLIC SERVICE foremost . . . our alertness in countless emergencies of local and national scope have won for us two national honors . . . FIRST awards for PUBLIC SERVICE! We're proud that day in and day out, our staff of artists and announcers have helped make this station the great but still very 'personal' thing that it is to thousands and thousands of families. Our highly developed facility of influencing people through PUBLIC SERVICE makes us a mighty potent means of selling both progress and products in this important market.
2,062 hours...123,720 minutes...7,423,200 seconds during 1945 and thus far in 1946 is a lot of radio time. Time enough to put CKLW on the air nearly 86 solid 24-hour days. And that's what we did, in the interest of Public Service. Included, were broadcasts in the interest of Home Economics, Industry, Farming, News, Politics, Religion, Sports, Government and countless full length programs . . . all without cost or obligation.
We deserve no thanks for serving our listening public, because that is our job and will continue to be throughout the New Year.
CKLW
THE GOOD NEIGHBOR STATION
WINDSOR, ONTARIO
MANAGING DIRECTOR
REPRESENTATIVES: H N STOVIN CANADA • ADAM J YOUNG JR INC U S A

YOU CAN HEAR US BETTER NOW...

BECAUSE OUR VOICE HAS CHANGED

WRRF IS NOW 5000 WATTS!

WRRF is now operating at 5,000 Watts power with a superb new Western Electric transmitter located in a new building. These latest improvements have been made at a cost of more than $50,000, and assure our listeners and advertisers of the best broadcast reception in Eastern North Carolina.

WRRF is planning even more improvements in its continuing parade of progress. Things to come include new studios, and day and night service with a 10,000 Watt Frequency Modulation transmitter.

But, a radio station is only as good as the market in which it is located. WRRF serves the Eastern North Carolina Bright Leaf Tobacco Belt, recognized as one of the wealthiest and most fertile agricultural regions in the nation. It is a stable market of more than a million persons with better than average incomes.

If you want to cash in on this "as good as gold" market, write us today for details.

★ ★

TAR HEEL BROADCASTING SYSTEM, INC.

WASHINGTON, NORTH CAROLINA

WRRF 930 KC 5000 WATTS • AFFILIATED WITH THE ABC NETWORK

Represented by Forjoe & Co. — New York • Los Angeles • Chicago

BROADCASTING TELECASTING

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At Washington Headquarters

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Editor and Publisher

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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU

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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

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417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

making hay with a hoedown...

When WFIL's "Hayloft Hoedown" celebrated its second anniversary on the air, it had played to an enthusiastic studio audience of almost 150,000 *pay-to-get-in* admirers. Two years and a box office of 150,000 barn dance fans in the downtown heart of the nation's third city! How does "Hayloft Hoedown" sell and keep selling? The answer—in a word—is SHOWMANSHIP. The thousands who pack Philadelphia's Town Hall, and the millions coast-to-coast who enjoy "Hayloft Hoedown" via the American Broadcasting Company, see and hear a darned good, appeal-packed show staged by a cast of veteran performers who know how to reach the people. The word is SHOWMANSHIP. "Hayloft Hoedown" is available now—ready to sell for you. The "Hoedown's" drawing power, like that of WFIL's forty-three other, *different, live, locally-produced* programs, proves conclusively, *continually* that

"where there's showmanship, there's salesmanship"

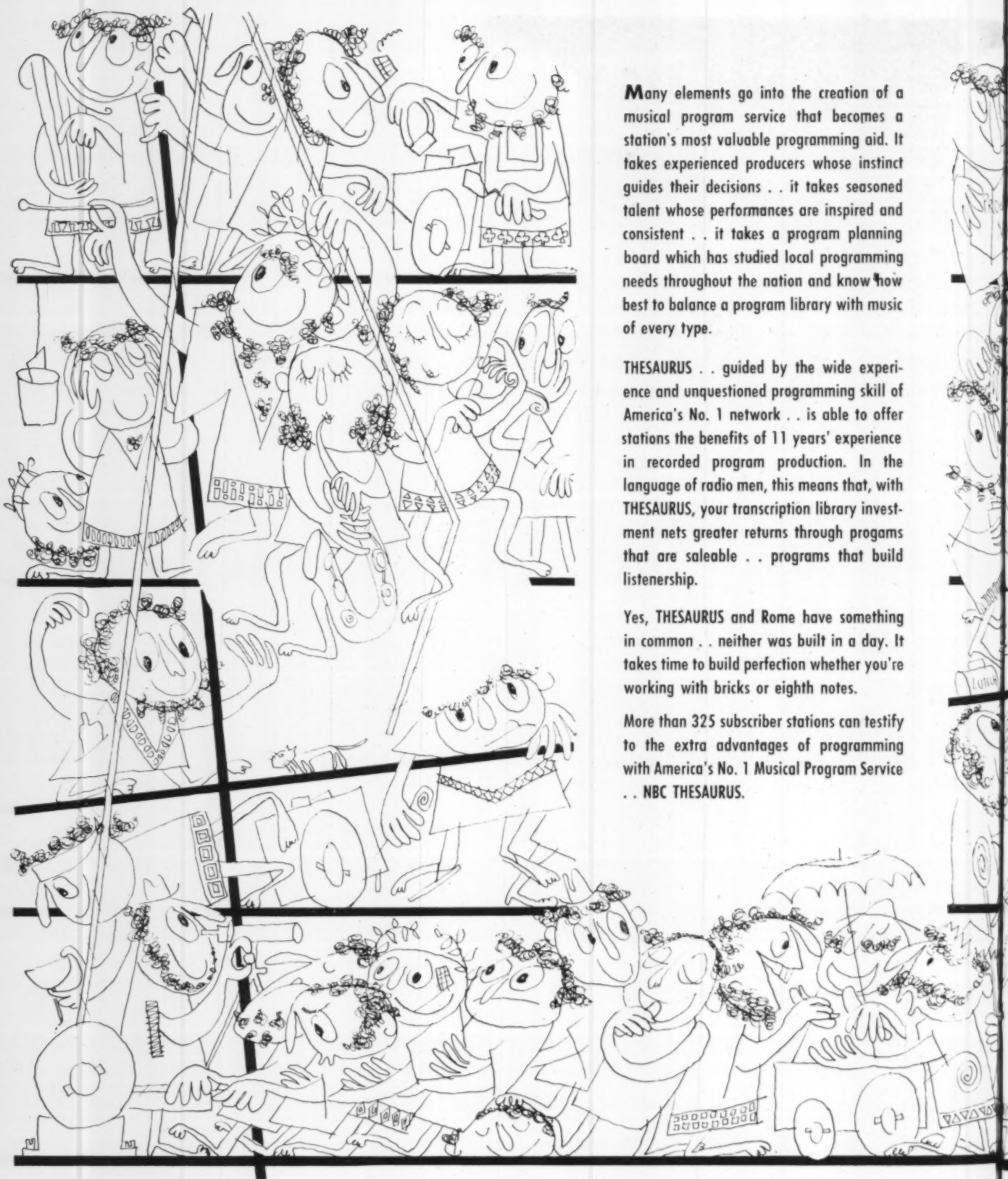
AN ABC AFFILIATE

560 *First* ON YOUR DIAL

The Philadelphia Inquirer Station

WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY



Many elements go into the creation of a musical program service that becomes a station's most valuable programming aid. It takes experienced producers whose instinct guides their decisions . . it takes seasoned talent whose performances are inspired and consistent . . it takes a program planning board which has studied local programming needs throughout the nation and know how best to balance a program library with music of every type.

THESAURUS . . guided by the wide experience and unquestioned programming skill of America's No. 1 network . . is able to offer stations the benefits of 11 years' experience in recorded program production. In the language of radio men, this means that, with THESAURUS, your transcription library investment nets greater returns through progams that are saleable . . programs that build listenership.

Yes, THESAURUS and Rome have something in common . . neither was built in a day. It takes time to build perfection whether you're working with bricks or eighth notes.

More than 325 subscriber stations can testify to the extra advantages of programming with America's No. 1 Musical Program Service . . NBC THESAURUS.

NBC *Thesaurus* .

THESE ARE THE "TOP TWELVE" IN THESAURUS

. . programs that have been planned for long-range programming . . programs that have been built by the combined skills of NBC directors and radio's finest musicians . . programs that are exclusive to THESAURUS subscribers.

THE MUSIC OF MANHATTAN
Radio's top network musicians playing hit tunes, show tunes, standard favorites . . scored by America's ace arrangers.

ALLEN ROTH AND HIS SYMPHONY OF MELODY
Every Roth arrangement is framed with elegance and finesse. Vocals by Bob Hannon, Karen Kemple and the Roth Chorus.

SAMMY KAYE AND HIS ORCHESTRA
A great name in American dance music . . hit tunes in the distinctive "Swing and Sway" style.

NORMAN CLOUTIER AND HIS MEMORABLE MUSIC
The unforgettable melodies of Herbert, Friml, Gershwin and others beautifully played by 25 strings.

THE JUMPIN' JACKS WITH PATTI DUGAN
Smart, sophisticated improvisations on yesterday's and today's jazz classics. Composed of top jazz musicians.

VINCENT LOPEZ AND HIS MUSIC
Lopez, veteran of dance music, is constantly abreast of changing moods in rhythmic arrangements.

THE EDWIN FRANKO GOLDMAN BAND
Conducted by one of the world's greatest composers of martial music, the Goldman Band has become a national institution.

THE GOLDEN GATE QUARTET
One of America's greatest negro quartets bring rhythmic renditions of spirituals.

MUSIC HALL VARIETIES
Re-creates the music of early Vaudeville days (1905-1920). Original arrangements played and sung in authentic style.

THE SALON CONCERT PLAYERS
Rich, unabbreviated instrumentation, full melodic arrangements of concert favorities.

RICHARD LEIBERT AT THE CONSOLE
Featured organist at New York's Radio City Music Hall, Dick Leibert plays organ melodies of today and yesterday.

SLIM BRYANT AND HIS WILDCATS
America's most versatile hillbilly group. "Slim" is composer of over 125 songs.

NBC . . Radio-Recording Division
A Service of Radio Corporation of America
RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco

wasn't built in a day

PUBLIC INTEREST means STEADY LISTENING in NEBRASKA'S 2nd market

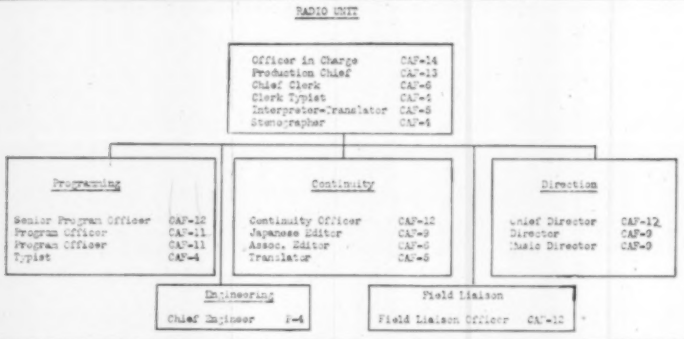
SPEAKING OF INTEREST . . Week after week, the year 'round KFOR does an outstanding job in the public interest. Literally scores of people in the Lincoln area are heard in person over KFOR in interviews and discussions that are of direct interest to the people of Lincoln. Interest in these special features is even greater because, in many cases, listeners know the people they hear on KFOR. That's one way KFOR assures a large, loyal audience in Nebraska's second market. The listeners are there. KFOR can sell them your sales story at surprisingly low cost per listener. Write or wire for availabilities in programs or spots.

Represented by
EDWARD PETRY CO., INC.

KFOR
HARRY PECK, Station Manager
BASIC ABC-1240 KC
LOCAL CHANNEL
LINCOLN, NEBRASKA

Feature of the Week

YOU'LL BE BOSS . . . . .



THIS IS organizational setup of Radio Unit, Information Division under General MacArthur in Japan. The post of director must be filled. Salary: $10,000 annually. Are you interested?

WANTED—by Gen. Douglas MacArthur, top radioman to fill biggest radio post in Japan—chief, radio unit, Information Division. Must have executive experience on policy lead, be fully informed on broadcasting. Salary: $10,000 per year (with allowances.)

Would you answer this advertisement?

If you would, then do so now—and send your application to Personnel and Training Branch, Civil Affairs Division, c/o Maj. F. B. Simmons, Pentagon Bldg., Washington (25) D. C.

Or call Maj. Simmons in Washington at Republic 6700, Extension 3445—for the matter is urgent.

Gen. MacArthur has been looking for a top radio man to administer American broadcasting activities in Japan since August. Several top-notch broadcasters have been interviewed, but as yet the right man who was willing to take the job has not been located.

This is a civilian position under Civil Service. The incumbent would receive a base salary of $8179.50 plus 25% overseas allowance, or an approximate total of $10,000. (That's about $13,000 to $15,000

(Continued on page 84)

Sellers of Sales

ARDIEN BENNAU RODNER has probably done more to further television in Chicago than any other single person, for he is employed by Commonwealth Edison (Chicago) to spend all of his working hours promoting television in the windy city.

Joining the utility company in 1941 as senior copy writer, he was assigned to take over all special promotions in 1944. Gradually as television increased in importance, he devoted more and more time to the medium. Ardien wrote, directed and acted in Edison's first television series (August 30, 1944) on WBKB Chicago. The shows were *Cooking By the Dial* and *What's Cooking With the Scotts.* In the spring of 1945 Edison put *Telequizzicals* featuring Bill Anson, on WBKB. The show is still running and now features Joe Wilson.

ARDIEN

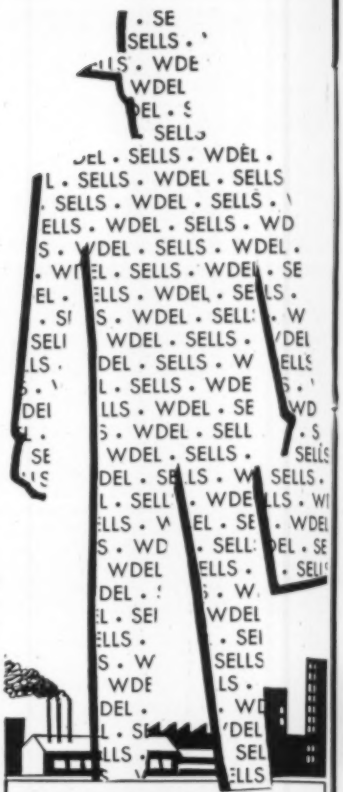
Early this year Ardien surveyed the bulk of Chicago's manufacturers and found that they were planning to send most of their television sets to the East Coast. Chicago was left out because "manufacturers knew they could sell in the East without too much promotion expense . . . so why spend money to promote television in Chicago?" With this information Ardien went to his firm and the Electric Assn. (of which Commonwealth Edison is a member) with a plan to promote Chicago as a television center . . . second only to New York. Ardien interested both organizations in "electrifying" Chicago television.

Taking part in most of Chicago's television committees, Ardien has been largely responsible for two agency symposiums and for the recent symposium for all agencies. Latest plans call for a cooperative television Exposition, tentatively scheduled for March or April.

Ardien was born in Chicago, August 30, 1910. He attended Senn High School, Illinois Military School and Northwestern School of Commerce.

His first job was assistant ad-

(Continued on page 84)



WDEL
Wilmington, Del.
SELLS

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.

5000 WATTS
DAY AND NIGHT
BASIC NETWORK

Represented by
RADIO ADVERTISING COMPANY
New York • Chicago • Dallas
San Francisco • Hollywood

this is Augusta

—Georgia's second oldest city . . . and its *third largest.*

—a city in Richmond County, where retail sales skyrocketed from $29,998,000 in 1939 to a 1945 total of *$58,560,000.*

—a city where bank clearings have grown 47% in the past five years.

—a city supported by agriculture, manufacturing and distribution alike.

—a city handling more than two million dollars annually in livestock sales.

—a city whose trading area produces over $25,000,000 worth of textile goods each year.

—a city serving the Clark Hill power and navigation project—where the Government is spending $45,000,000 in development of the Savannah River.

—a city to be connected with the sea by a 12-foot channel as a result of the Savannah River Development, linking it to the Atlantic Inland Waterway.

—a city where WTNT is the only NBC station that can give you coverage of this market.

—a city where Hooper found that 98% of listeners tune to Augusta stations.

—a city that will buy products advertised on WTNT.

New Year's day brings WTNT *and* NBC *to* Augusta

On the air January 1 as an NBC affiliate, WTNT will serve one hundred thousand people in the Augusta-Aiken area.

Here, for the first time, is the perfect combination for timebuyers to give their network and national spot clients in one of the South's fastest-growing markets:

Coverage from within, on a home-town station

The attention value of a brand new station, aggressively promoted

The prestige-building program service of America's No. 1 Network

WTNT

Affiliate

AUGUSTA • GEORGIA

250 watts • 1230 kilocycles

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● It probably didn't seem such a feat to Sir Walter—but that famous little gesture of the cape was certainly an extra effort that produced results!

Extra efforts almost always *do* produce results. Take for instance F&P's extra efforts to co-ordinate and *use* the floods of information about markets, stations, availabilities, advertisers' *needs*, etc. that pour into our six offices. By systematic *extra effort*, we winnow and condense all this material for your use when you want and need it—and the result is that you can usually get better dope from F&P than from any other source in the industry.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 3463 Penobscot Bldg. Cadillac 4255 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 5331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 26 WASHINGTON, D. C., DECEMBER 30, 1946 $5.00 A YEAR—15c A COPY

Higher Gross, Lower Net Seen in '47

Local Revenue to Yield Most of Increase, Survey of Industry Leaders Reveals

GROSS REVENUE from broadcasting will increase in 1947 over 1946—but net profits will be lower.

That's the consensus among broadcasting, agency and advertising executives and it is qualified with one big "if"—IF the nation finds industrial peace.

Broadcasting leaders throughout the nation, responding to questionnaires from BROADCASTING, express the belief that overall gross revenue will increase. Most broadcasting leaders (95.5%) believe the increase will come from local advertising, although a substantial number (77.5%) expect increased revenue from national sources.

Two factors will cut into net revenue, those interviewed believe:

1. The sharp increase in the number of stations (variously predicted from 30 to 50%), and a subsequent wider distribution of gross radio dollars.

2. Rising costs of operation.

Thirty-one percent of the advertising and agency people questioned believe there will be a recession in 1947, or that we are in the midst of one now. Sixty-nine percent believe there will not be a recession.

If there is, 75% of the advertiser-agency respondents believe that radio will feel the effects of it last among the media. Twenty-five percent believe radio will feel the effects first.

An analysis of returns in this category shows that the advertising dollar spenders think magazines and outdoor will remain steady, with newspapers suffering most. Many of these questionnaires were directed to agency and advertising executives who are not specialists in radio—but are interested in all media.

Majority Plans To Spend More

Asked whether they were going to spend more or less on radio in advertising in 1947 over 1946, 60% in the advertiser-agency brackets said "more." The average estimate of "how much more" was 26.2%. Twenty-five percent said they would spend the same; 15% did not reply to this question.

Although none said radio budgets would be cut, respondents replying unanimously stated that the rise in radio advertising would be accompanied by a proportionate increase among other media—if there is no economic slump.

The importance of local advertising was stressed strongly by station managers. In 1946, according to BROADCASTING *Yearbook* returns which have been collated, 66.37% of income recorded by 641 stations responding was from local sources. Average percent of income from national spot, taken from 641 responses, of which 608 reported, was 19.49%. Average percentage of income from network taken from 641 responses, of which 468 reported, was 20.32%.

Broadly interpreting these results, then, it appears that the average station in 1946 derived about 60% of its income from local; 20% from national spot and about 20% from network.

In statements accompanying many of the returns, broadcasters indicated they would have to boost the local figure in 1947. Every broadcaster questioned foresees a rise in operating expenses in 1947, or already is feeling a sharp increase.

Stations Budgeting Against Increases

Broadcasters were asked if they had budgeted against such an increase and, if so, to what extent. The average increase was 14.4% with the range running from a low of 3% to a high of 25%.

Gloomiest outlook on the future was taken by those identified with national networks. Licensees seemed more optimistic. However, 67.5% of the station-network respondents stated they expected a smaller gross per station in 1947 as compared to 1946 because of the increased number of outlets. Fifteen percent felt there would be larger grosses—because, many said, they felt increased competition would drive them toward redoubled sales effort. That gross revenue will remain about the same was the belief of 17.5%.

Agencies and advertisers reported, on the average, that 29.16% of their 1947 budgets was set aside for national spot; 70.84% for network.

Typical of the network viewpoint on business prospects for the next year was the comment of Frank Mullen, executive vice president and general manager of NBC: "I expect a good year for radio broadcasting with more competition and rising costs cutting into profits."

No Complacency, Says Gittinger

William C. Gittinger, vice president in charge of sales, CBS, said: "We're not indulging in any easy complacency."

E. R. Borroff, vice president ABC Central Division: "More advertising dollars will be spent in 1947 and better stations should hold their own with new stations."

Sydney Gaynor, general sales manager, Don Lee Broadcasting System, Hollywood: "New stations launched will definitely affect the revenue of many established stations."

Those comments, by executives in key network cities, are typic of network reaction.

Advertising agency executives were a little more assertive about prospects for the new year. Typifying their observations were such comments as these:

William B. Lewis, vice president

(Continued on page 14)

Do you believe 1947 will be a bigger revenue year than 1946?

OVERALL	Yes	87.5%
	No	10.0%
	Same	2.5%
LOCALLY	Yes	95.5%
	No	5.0%
	Same	***%
NATIONALLY	Yes	77.5%
	No	22.5%
	Same	****%

Do you expect the large increase in number of stations on the air in 1947 to produce a SMALLER *or* LARGER *gross income per station?*

SMALLER	LARGER	SAME
67.5%	15.0%	17.5%

Do you foresee rise in operation expenses?

Yes 100% NO 00%

If you have budgeted against such an increase in '47 over '46, what is percentage?

14.4% (average)
Range: from 3% to 25%

BROADCASTERS, station representatives and network executives were asked the question above. Their answers were averaged to arrive at the percentages.

Are you going to spend more or less on radio advertising in 1947 than you did in 1946?

More	Same	Less	No Answer
60%	25%	00%	15%

How much more? 26.2%

What percentage of your budget for 1947 is set aside for—

National Spot	29.16%
Network	70.84%

If you are cutting your radio budget are you cutting all other media proportionately?

No respondents indicated that radio would be cut. All answering questions reported that there WOULD be proportionate rises to radio's among all media.

Do you think there will be a business recession in 1947?

Yes 31% No 69%

If "yes", note order in which you feel following media will feel reverses:

Newspapers
Outdoor
Magazines
Radio

[75% of respondents said radio would feel reverses LAST; 25% said radio would feel them FIRST. Study of samples reflects consensus that outdoor and magazines will remain fairly steady, with newspapers losing ground and radio gaining it—IF THERE IS A RECESSION].

INDEX TO advertiser-agency outlook for business in 1947 is found in above percentages. Questions were directed to top agency executives, to radio directors and timebuyers and to advertisers throughout the nation.

Survey

(*Continued from page 13*)

and radio director, Kenyon & Eckhardt: "I believe that 1947 will be a generally profitable year unless we all succumb to a fear complex before the year starts."

Russell Tolg, BBDO, Chicago: "Let us not forget radio grew up during a financial depression."

William Weddell, radio director, Leo Burnett Co., Chicago: "We think 1947 prospects are even better than 1946."

Costs, Strikes Cause Fear

Questionnaires were sent to NAB, to NAB staff executives, to FM station executives and national representatives. Replies showed great enthusiasm for business prospects, but most of them were qualified by such comments as these:

"We have to go to work."

"The net will be down, the competition up."

"Local advertisers should get more sales attention."

"Costs already have soared."

"Strikes can ruin prospects."

Broadcasters generally expect that much of the profits they will make in 1947 will be plowed back into new FM operations. James D. Shouse, president, Crosley Broadcasting Corp., said: "I am afraid many of us are going to be severely shocked at what obsolescence and depreciation write-offs on new equipment in the FM and television fields are going to do to our net incomes."

John J. Gillin Jr., president, WOW Omaha, called on broadcasters to revitalize their sales departments. He expressed confidence in the future as long as management does its job.

Few broadcasters were pessimistic about the future. But those who did express misgivings did so without modification. William B. Way, vice president and general manager, KVOO Tulsa, in this category, said: "We are definitely looking into a fog."

Spot Gain Seen

Representatives generally felt that national spot business would increase in 1947, if industrial strife ends and production picks up. Strikes, most of them reported, had cut the national spot volume in recent months.

Canadian radio leaders reflected opinions similar to those offered in the United States. Harry Sedgwick, president of CFRB Toronto, foresees no business recession. He expects business to be on a level with 1946, with costs rising.

Respondents in all departments of broadcasting expect increased competition from printed media, especially if paper shortages can be overcome. Many mentioned the "network" selling programs being undertaken by important metropolitan dailies. The "network" plan, copied after radio networks, has been undertaken to give adver-

(*Continued on page 72*)

Radio One of Most Effective Media

W. AVERILL HARRIMAN
Secretary of Commerce

FURTHER DEVELOPMENT of the electronic arts during 1947 should provide broadcasters with a constantly widening field for service in the nation's economic and cultural life. Spectacular as the growth of broadcasting has been during the last 26 years, I am sure that in the next quarter-century we shall be amazed by the technical improvements in radio and television and by the use of the medium to stimulate business and improve our understanding of other nations.

Mr. Harriman

Radio has won a place for itself as one of our most effective advertising media, and the continued use of radio for this purpose will be increasingly important as we approach the time when the production of many commodities will be sufficient to satisfy the demands of consumers. Radio can be used to promote trade with other nations, and I expect we shall see developments in this field that are as yet only ideas in the minds of the most imaginative leaders in radio.

The value of radio as a practical tool of business rests upon its attractiveness as a source of entertainment and education. I am sure that broadcasters are pleased to note the popularity of news broadcasts, forums on the vital social, political, and economic problems of our time, and educational programs of all kinds. We have made only a start toward full utilization of radio as a device for raising the cultural level of our people, and I hope that 1947 will be remembered in the radio industry as a year of marked advance toward such a utilization.

STANTON SEES RADIO IN COMPETITIVE MOOD

INCREASED COMPETITION in 1947 from the growing number of AM, FM and television stations "will certainly call for increased imaginative operation by those who strive for leadership in the industry," CBS President Frank Stanton said in his year-end report.

Calling 1946 "a successful year," the Columbia executive pointed out that costs of operation mounted considerably and "adversely affected our margin of profit." He predicted that costs may continue to rise throughout the first part of 1947.

Looking back over the past year, Dr. Stanton said that CBS placed greatest emphasis on programming and that the company now has "the finest program schedule in its history." He revealed that the network grew in 1946 from 152 to 162 stations in the U. S. and from 116 to 124 stations in Latin America.

RADIO PUSHED AHEAD IN 1946, NOBLE SAYS

IN 1946 "radio well lived up to the high standards of duty and performance that it developed during the war years," said ABC Board Chairman Edward J. Noble in his year-end statement last week.

Mr. Noble stated that radio "pushed ahead with its great objective and endeavor—that an informed people is sound and safe, and radio will make Americans the best informed people on earth. Its voluntary contributions of time and effort in this first year of peace totalled well up to its patriotically stimulated performance during the war."

Turning to ABC's accomplishments, Mr. Noble said his network "has further broadened its concept of public service. Every phase of programming has been tested for its contribution to the good and well-being of all our people. As a result, we have gained circulation and listener acceptance, both quantity and quality. Whether it be news, analysis, music, drama, sports, discussion or just entertainment, your dial brought it in at ABC."

"We have tried to have our network add at least its share to the knowledge and practice of the radio art," the ABC board chairman continued. "If we have succeeded in affording our audience new insight into the problems which beset the world, in increasing the general enjoyment of their leisure hours, and in helping plan for new achievements during the years to come, these 12 months will have justified our hopes and will have served our country well."

WOODS CITES GROWTH OF ABC DURING 1946

"DURING 1946 our stations have grown in number and stature" said Mark Woods, president of ABC, in his annual year-end statement last week. "Today," he continued, "the American Broadcasting Co. reaches into more than 29,000,000 American homes. This is an important measurement of effective broadcasting service to this great country."

Looking to 1947, Mr. Woods stated that "most Americans view the coming year with mixed feelings. There will be a new majority in Congress and an incompleted program before the United Nations, and domestic problems which will require great statesmanship of our leaders and fortitude of our fellow citizens. Radio has its special responsibility to the people in each of these areas, and it is the pledge of the American Broadcasting Company to do its part toward making 1947 a better year."

ALL NETS TO COVER OPENING OF CONGRESS

THE FOUR major networks will broadcast highlights of the opening session of the 80th Congress on Friday, Jan. 3, from 12:30 to 1:15 p. m. (EST).

All regularly scheduled programs during that period have been cancelled. None of the cancelled programs is a commercial show except three on CBS.

Drawn for BROADCASTING by Sid Hix

"This is our new parabolic carbohydrator to decentralize the transmitter, working on the principle of a thyratron stabilizer emitting setyl solicilates keyed to sporatic emulsion. You see, it simplifies the operation considerably."

Business Leaders See Big Year If Strikes End

EDGAR KOBAK
President, MBS

Mr. Kobak

RADIO business volume will increase. There will be greater interest in lower cost in time and programs. There will be a large number of advertisers new to radio. Buying will be more careful, with advertisers giving closer scrutiny to all media. As we go into a buyer's market, harder selling will be required.

* * *

CARLOS FRANCO
Director Station Relations, Assoc. Radio Director, Young & Rubicam

WE should look at 1947 with realistic optimism because like 1946 it should be important to radio. There is a possibility that the high price of goods will break early next spring. This can only mean one thing. The "kid-gloves" handling of sales and advertising problems, and the honeymoon which started on or about the beginning of the war is over. We have to settle down. The matter will be resolved into more intensive advertising and promotion of individual markets. Radio will again play a successful part.

Mr. Franco

* * *

A. D. WILLARD JR.
Executive Vice President, NAB

BARRING severe industrial strife and consequent industrial dislocation, network and national spot business should maintain upward trend. Look for greatly increased local sales activity as result of licensing of many new stations. Radio's share of local advertising dollar should increase both because of increased number of stations and intensified industrywide effort in retail advertising field. Confident that total volume of radio advertising in 1947 will exceed 1946.

Mr. Willard

* * *

JOHN COHAINE
Director and Secretary Sullivan, Stauffer, Colwell & Bayles

THE picture for '47 is a highly competitive one, and not necessarily one of depression. After all, the desires of consumers are still active. Some products may drop out of the picture but so many new products are coming up. For the past six months in the drug and food business large firms have been coming up with new products and small ones being formed for production of new products. This, then, is the time for the advertiser to get his dollar's worth in advertising.

Science Can Aid Peace—Sarnoff

IN A YEAR-END statement last week, Brig. Gen. David Sarnoff, president of RCA, declared that "progress and prosperity in 1947 depend upon greater international cooperation for world peace and accelerated industrial production."

Pointing to 1946 achievements in television, General Sarnoff said that the creation of all-electronic color television is "as significant in television as electronic recording over mechanical recording of phonograph records, or the present color movies over the early mechanical color on the screen."

Gen. Sarnoff

He prophesied that the new RCA electronic color television system will be available to the entire radio industry and that "it will be followed in 1947 by the transmission and reception of color pictures in motion, then outdoor scenes and finally, in 1948, electronic color television on large-size theatre screens."

The RCA president, urging man to think of atomic energy in terms of peace, said that man "must relate the atom to its vast possibilities for good in peacetime as he does television. . . . Those who heard the atomic blast at Bikini echo around the earth by radio, and later saw the televised films of Operation Crossroads, may well have hoped that it was radio's final portrayal of war."

He predicted that science in 1947 and the years to come can play an "all-powerful part in the everlasting attainment of 'peace on earth, good will toward men'."

MARK WOODS
President, ABC

IN LINE with increased consumer production, expanded advertising budgets set by most industries point to 1947 as a year in which network billings may reach new high levels. Some indication of the generally optimistic views held at the American Broadcasting Co. on the outlook for 1947 may be gained from the two announcements made recently within a week of each other that both the Boston Symphony and Detroit Symphony—two full hour programs—would be sponsored on this network beginning in January.

Mr. Woods

* * *

WILLIAM C. GITTINGER
V. P. in Charge of Sales, CBS

RADIO is such a dynamic industry that facing every year we see both promise and challenge. We at CBS look to 1947 with confidence, aware, however, that complex and varied problems lie ahead of the nation. We're not indulging in any easy complacency. CBS always has proved an excellent medium for the advertiser, and we expect to get at least as large a share of the advertising dollar in 1947 as in 1946. Our recent signing of five new accounts, which will start broadcasting shortly after Jan. 1, would indicate this is a reasonable expectation.

Mr. Gittinger

* * *

J. D. SHOUSE
Pres., Crosley Broadcasting Corp.

1947 MAY well be for broadcasting the year of decision. Rising costs for both broadcaster and advertiser and the greatly increased number of stations, both AM and FM, may well, by the end of the year, precipitate a buyers' strike of serious proportions. The compensating factor may well be the return to a more normal production and distribution economy in the field of consumer goods, which still appear

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Set Makers Are Turning to FM in 1947

Will Total 20-25% Of All Receivers Next Year

By J. FRANK BEATTY

MILLIONS of FM sets containing the new 88-108 mc band will be on the market in 1947, judging by a survey of leading manufacturers. With receiving set makers going into high gear, FM is expected to account for 20% or 25% of the total production, which may rise as high as 18,000,000 sets.

Best estimate of 1946 production indicates that about 160,000 sets with FM circuits will have been produced by Dec. 31. This is slightly over 1% of the anticipated 15,000,000 overall set production for the year, including auto sets and portables. Of the console production, over 10% has consisted of FM sets, with 90% to have FM in 1947.

Though FM output lagged slightly after October, probably because set makers were anxious to get everything possible into stores for the holiday trade, the factories are engineered for much heavier FM production in 1947. At this stage the problem of turning out FM sets with good reproduction qualities on a production-line basis hasn't been entirely solved but this difficulty should yield to plant genius once the lines are moving.

Causes for Delay

Engineering angles of production have caused some of the delay in FM set production. Some manufacturers have produced their own circuits, offering enthusiastic claims for their merits. Patent problems and desire to avoid some of the basic patents on FM are cited as cause of engineering delays.

With most set makers ready to turn out FM receivers, they now await public demand. The factories have been concentrating on their first postwar models, few of them containing FM, but by next spring it is felt in the trade that the cream will have been skimmed off the consumer radio market.

At that time manufacturers will start introducing new models, although they do not plan entirely new lines. The situation is somewhat analagous to that of the auto industry, though set makers are in a far better position than the auto plants.

FM will be featured in many of the new models, perhaps a majority of the consoles and phonograph combinations. Factories, however, tune their production to the actual demand with one ear tuned to future months. Should the expected clamor for FM develop, then FM sets will start to appear in quantity.

FM promotion will speed this clamor, as the new FM Assn. starts its nationwide drive to educate the public as well as dealers and salesmen in the advantages of the upper band. Along with that will come the drive of the Radio Manufacturers Assn. based on the theme "A Radio in Every Room—A Radio for Every Purpose." Much of the effort in this $50,000 campaign, aided by manufacturers, retailers and the NAB, will be concentrated on FM especially in areas where FM stations are in operation.

FM Stations on Air

At present about 100 FM stations are on the air, though many of them are using temporary low power. Another 600 FM stations have been authorized and some 300 applications are pending. Once the air teems with FM signals, the demand for sets that will pick up the programs is expected to leap upward.

Set makers indicate they will welcome this new sales stimulus, anticipating that the record production capacity will soon bring an end to the plush days when anything with a dial and knobs would be grabbed by the public.

Since the bulk of FM sets have been in the console class, FM's supporters believe that rapid approach of a solution to the cabinet shortage will be a big factor in 1947 production. Components are still uneven, and the coal strike didn't help. But factories have been buying wood, even wooded tracts, along with furniture plants, and the cabinet shortage should not be too much of a problem in 1947.

Few set makers are interested in the low FM band, though Zenith offered to show any manufacturer how to cover both FM bands at 50 cents a set.

Some fear is voiced in the set industry over heavy production of low-priced FM table models. Since quality reproduction is one of the claims for FM, they argue that a flood of cheap sets would give the medium a black eye in its infancy and do it permanent harm. They also point to a bad public impression that could develop from use of sets that do not tune sharply. Another worry is centered around adjacent and co-channel curtailing of station coverage when FM stations are on the air by the hundreds.

Picture Is Bright

Even so, the FM picture for 1947 is bright, judging by the production plans of the receiver manufacturers. Just a year ago many of those now planning heavy FM production were shrugging their shoulders when FM was mentioned.

SURVEY of leading manufacturers shows FM going ahead full speed for the new year, with the 88-108 band to be included on an estimated 20-25% of total sets produced in 1947. Console makers predict 90% of their '47 sets will have FM. Problems of engineering and lack of public demand are fast being licked, and hopes are high for capacity production.

Comment of some of the leading set manufacturers contacted by BROADCASTING follows:

Admiral

Admiral Corp. may have FM in 40% to 50% of its production after the first of the year, under present plans. Only the new FM band will be incorporated. Production will include both console and table models.

Belmont

Belmont Radio Corp. will start FM production in January with 9-tube and 11-tube table models. The company plans to make 5,000 table sets monthly for Montgomery Ward, increasing to 10,000 per month in February. No consoles are planned for the time being, and no sets will have the lower FM band.

Bendix

Bendix Radio Division of Bendix Aviation Corp., while not divulging details, indicated a substantial percentage of receivers, perhaps 25% or more, would contain FM. The company has

(*Continued on page 79*)

Group Prepares to Sell Nation on FM

Association to Complete Organization at Meet On Jan. 10

A NATIONWIDE promotion campaign for FM will be launched Jan. 10 when organization of the FM Assn. is perfected at a general meeting to be held in the Congressional Room of the Hotel Statler, Washington.

After weeks of planning, the FMA Steering Committee, headed by Roy Hofheinz of KTHT-KOPY Houston, announced Friday that early registrations and inquiries indicate widespread interest in the new organization. Born at the NAB Chicago convention [BROADCASTING, Oct. 28], the FMA is being organized to promote FM throughout the nation.

Permanent Association

At the organization meeting next week a permanent association will be formed, with election of a board of directors and officers, and appointment of a paid executive director listed on the agenda. The Steering Committee of 12 will meet Jan. 8 in Washington to approve final plans for the Jan. 10 meeting and to interview applicants for the paid post.

Assured of the cooperation of the Radio Manufacturers Assn. and the FCC, FMA immediately will begin its nationwide campaign to make the public FM conscious.

Seven manufacturers will display FM sets in a large room at the Statler, while many of them plan to give demonstrations in their individual suites. Manufacturers who have informed the Steering Committee they would display late model FM sets are: Stromberg-Carlson Co., Zenith Radio Corp., RCA, The Hallicrafters, General Electric Co., E. H. Scott Radio Labs. and Freed Radio Corp.

Among the speakers will be FCC Chairman Charles R. Denny, who will discuss "FM Today." Edward G. Taylor, advertising and sales promotion manager of Zenith Radio Corp., chairman of the RMA $50,000 "A Radio in Every Room" campaign, will speak on "What Part FM Plays in the RMA Promotion Campaign."

Prof. E. H. Armstrong, inventor of FM; Hugh D. Lavery, of McCann-Erickson, New York; W. R. David of General Electric Co.; Dr. Ray Manson, president of Stromberg-Carlson Co., and Preston Pumphrey, vice president and radio director of Maxon Inc. will address the meeting.

The GE color film, "Listen to FM," will be shown at the close of the morning session.

A highlight of the conference will be a panel discussion in the afternoon session on the general topic, "FM Needs Promotion," to be led by Mr. Pumphrey, whose firm is handling a $1,000,000 campaign for GE. Slated to take part are: Lester H. Nafzger, WELD Columbus; Leonard L. Asch, president and general manager, WBCA Schenectady; Raymond Kohn, Penn-Allen Broadcasting Co., Allentown, Pa.; W. W. Robertson, general manager, KTRN Wichita Falls, Tex.; and possibly Charles W. Nax, St. Louis *Globe-Democrat*, licensee of new FM station KWGD.

Following the panel discussion a business meeting to hear reports of committees and set up the permanent FMA will be called.

Under tentative plans to be presented at the Jan. 10 meeting, FMA will conduct a nationwide promotion campaign through regional organizations of its members. Throughout the country the RMA and FMA will cooperate to encourage purchase of FM sets. Registration fee for the Jan. 10 meeting has been set at $10, which

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Gleaned from BROADCASTING . . .

Top Radio News Stories During Past Year

JANUARY

Radio Dollar Leads Media in Results—Review of "How Much for How Many." *Jan. 14, Page 15; Feb. 25, Page 17.*

Stanton to CBS Presidency; Paley Becomes Board Chairman; Kesten Named Vice Chairman, Goes on Leave. *Jan. 14, Page 20.*

FCC Keeps FM Band at 88-108 mc Despite Industry Protests. *Jan. 28, Page 15.*

Jack De Witt Shoots Moon by Radar. *Jan. 28, Page 15.*

Radio's Payroll Up 19%. *Jan. 28, Page 17.*

FEBRUARY

CBS Demonstrates Sequential Color Television. *Feb. 4, Page 20.*

1945 Net Time Sales Total $310,450,000. *Feb. 11, Page 15.*

Porter to OPA; Denny Acting Chairman. *Feb. 18, Page 15.*

Washington - New York Video Link Opens. *Feb. 18, Page 100.*

Stratovision Tests Live Up to Promises. *Feb. 25, Page 18.* Ideal for Color. *Mar. 11, Page 69.*

Commercial Television Shifts to New Allocation. *Feb. 25, Page 52.*

MARCH

NARBA Signatory Nations Negotiate Three-Year Interim Agreement. *March 4, Page 17.*

CBS Affiliates Ask for Commercial License for Color Television. *Mar. 4, Page 76.*

Strikes Beset GE and Westinghouse. *Mar. 4, Page 83; Mar. 18, Page 109; May 13, Page 100.*

FCC Publishes Blue Book. *Mar. 11, Page 15* (every issue since).

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IBEW Proposes Playing Only Discs Cut by Members. *June 10, Page 18;* NAB Opposes. *Aug. 26, Page 80.*

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Mutual Passes 350 Mark, Aims at 425. *Sept. 30, Page 67.*

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Public Likes Radio, NORC Poll Reports. *Oct. 14, Page 15* (see earlier reference).

TBA Sessions Draw 900; Video Nets Promised. *Oct. 14, Page 15.*

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Petrillo Asks Record Wage Boost of 566%. *Oct. 21, Page 37.* Settles for 37½% for Phonograph Records. *Oct. 28, Page 15.* Gets 50% for Transcriptions. *Nov. 4, Page 83.*

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Drys Sue CBS for $33,063,048. *Nov. 4, Page 18.*

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UE Wage Policies. *Nov. 11, Page 53; Nov. 18, Page 94.*

Atheist Gets Radio Time. *Nov. 18, Page 15* (see earlier reference); *Nov. 25, Page 16.*

CBS on Radio's Problems (see earlier reference). *Nov. 18, Page 95; Dec. 9, Page 55.*

Radio Guild of UOPWA Wins 2-Year CBS Contract (see earlier references). *Nov. 25, Page 101.*

DECEMBER

Porter Leaves OPA, Postpones Decision on BMI. *Dec. 2, Page 4; Dec. 16, Page 15.*

Upped Costs Cut Net Income. *Dec. 2, Page 13; Dec. 9, Page 20.*

Disc Identification Rule. *Dec. 2, Page 16; Dec. 9, Page 15.*

TV Via Light Beam Shown. *Dec. 2, Page 17.*

CBS Color Hearing (see earlier references). *Dec. 2, Page 20; Dec. 16, Page 16.* Du Mont Shows Color Tube, CBS Color Broadcast at 25 Miles. *Dec. 23, Page 17.*

Denny Made Full Chairman (see earlier reference). *Dec. 9, Page 18.*

Court Upholds FCC on WOKO Case. *Dec. 16, Page 17.*

Radio Serves During Newspaper Strikes. *Dec. 23, Page 38.*

RADIO MEN SAVED IN BLIZZARD

Rescued on Labrador Island After Dog Team Broke Away, Raced for Home

MICHAEL BARKWAY of Toronto, Canadian representative of the BBC, and Jim Murphy, a CBC engineer from Halifax, were recovering last week from an experience which nearly cost them their lives in a Labrador blizzard.

With two dog teams driven by U. S. soldiers the two men left Goose Bay, Labrador, the early part of the week before Christmas to record a Christmas party at the Grenfell Mission 27 miles from Goose Bay. The trip involved a crossing of snow-covered Melville Bay, and it was during this crossing that the dog team pulling Mr. Murphy's sleigh broke its tow line and raced for home, leaving the sleigh stalled.

As a blizzard swept about them Mr. Murphy, Mr. Barkway and the soldier drivers held a consultation and decided to tie the two sleighs together and go on with the remaining team. But the load in the deep snow was too heavy for the dogs, so the four men bedded down on the sheltered side of an unnamed island. The storm continued next day, and another unsuccessful attempt to move the equipment was made.

By then the men had consumed four of the six packages of K-ration they carried. After dividing the last of the food, the U. S. Army men attempted to return to base for help. Mr. Barkway and Mr. Murphy again bedded down in their sleeping bags—this time to await rescue. They spent two nights huddled in their improvised camp without food, but on the third day a Canadian-built snowmobile came to their rescue.

FCC Asks CBS Color Demonstration

Others Invited to Show Systems at Late January Meet

FCC called upon CBS last week to demonstrate its color television system "for the record" in a late-January resumption of the current color video proceeding.

The Commission also cleared the way for demonstrations of their own methods and systems by any other participants in the hearings.

Putting the actual CBS operation on the record and opening it to cross-examination were regarded as moves to give participants full responsibility for developing a complete case and to block, regardless of the final decision, any subsequent complaints that additional information should have been elicited by the Commission.

The demonstrations will be held in an as yet unspecified Federal court room in New York the week of Jan. 27, after which the general inquiry, based on a CBS petition for commercial color television in the 480-920 mc band, will be resumed in Washington.

For All Participants

FCC requested all participants to attend the public demonstration by CBS "so that they may have the opportunity to cross-examine petitioner concerning all phases of the demonstration and to offer any evidence they may have concerning the demonstration."

Other participants wishing to present demonstrations during the New York sessions should notify FCC counsel not later than Jan. 6, the Commission said.

FCC already has witnessed CBS color demonstrations, the latest being on Dec. 16 after the opening week of the television hearing was completed [BROADCASTING, Dec. 23]. In addition to operations of the CBS system, the Commissioners and their staff executives saw laboratory models of a combination receiver for both uhf color and low-band black-and-white television, and a table-model color receiver. They also saw a new tube which promises to provide full-color picture reception with a single tube.

On the same day, at Allen B. Du Mont Labs., they were shown a new Du Mont tube capable of receiving colored images broadcast by either the CBS sequential (mechanical scanning) or the RCA simultaneous (all-electronic) method.

Du Mont has aligned itself on the side of RCA-NBC, Television Broadcasters Assn., Radio Technical Planning Board, Philco, Farnsworth and others in opposition to CBS efforts to secure immediate approval of commercial color in the ultra-high frequencies. Du-Mont testimony is expected to be presented when the sessions resume in Washington.

Text of Notice

Text of FCC's public notice announcing resumption of the sessions, released last Monday:

The Commission today announced that it has ordered a resumption of its color television hearing for the week beginning Monday, Jan. 27, 1947. The hearing will reopen in New York City in a federal court room to be subsequently specified and at that time the petitioner, Columbia Broadcasting System, is requested to be prepared to repeat for the record actual demonstrations of its color television system, similar to those which have been made to the Commission and other interested persons.

All parties are requested to be present at the New York hearing and demonstration, if possible, so that they may have the opportunity to cross-examine petitioner concerning all phases of the demonstration and to offer any evidence they may have concerning the demonstration.

Any other party to the proceeding desiring to have a demonstration made at the public hearing may do so during the week of Jan. 27. Parties desiring to avail themselves of this opportunity should communicate with Commission counsel no later than Jan. 6, 1947.

Following those demonstrations the hearing will resume in Washington.

Commenting on the Commission announcement, Adrian Murphy, CBS vice president said, "Columbia is extremely pleased at the opportunity to demonstrate its color television at the FCC hearing in New York on Jan. 27, because when all is said and done the ultimate proof of color television is in the seeing. The engineering aspects are, of course, important and should be thoroughly explored, but the impact, beauty, interest, appeal and reality of color television pictures cannot be expressed in a formula. They can only be appreciated by the experience of seeing the pictures on an actual television screen."

Magar to Place

MAGAR HOME PRODUCTS, New York, April 1 for 13 weeks will start a spot compaign on approximately 20 stations for its moth-proofer, Starvem. Six spot announcements weekly will be used on each station. Agency is Roy S. Durstine Inc., New York.

Renews on MBS

MUTUAL BENEFIT Health and Accident Assn., Omaha, has renewed 52 week full network contract on Gabriel Heatter over MBS for the fourth year effective Jan. 12. Arthur Meyerhoff & Co.

New Chicago Office

OPENING of Chicago office at 185 N. Wabash Ave. was announced last week by W. B. Doner & Co., Detroit and Rochester advertising agency. Executives of the Chicago office include Marvin H. Frank, resident partner; James C. Hirsch and Philo B. Read, vice-president and account executive.

Group in Pacific Northwest Adopts New 'XL' Call Letters

TO GET individual call letter identity for their eight stations (and relief from the influx of hundreds of new station calls) Pacific Northwest Broadcasters stations henceforth will be identified with the consonants "XL", in the largest switch of calls for a single group ever recorded.

Mr. Craney

Devised by Ed Craney, general manager of the group and owner of several of the outlets, the plan includes not only easy identification of the stations, but their sale as a group. It took months to develop, since call letter releases had to be procured from commercial ship and land stations and cleared through the FCC. Included are the five stations of the Z-Bar Net operated by Mr. Craney, two in Washington in which he holds ownership and management interests and the original "XL" station —KXL Portland, of which he is operating head.

In their promotion, Pacific Northwest Broadcasters will play on the letters "XL" as meaning the stations "excel" in their markets. Purchase by advertisers of one market will carry the privilege of buying each additional segment at successive 5% discounts.

Call letters in use for as long as two decades were jettisoned to make way for adoption of the Craney "XL" plan. For example, the call of KFPY Spokane, in use by the CBS outlet since 1922, becomes KXLY. The station is owned one-third each by Mr. Craney, Saul Haas, president of KIRO Seattle, and John C. Wheeler, of Los Angeles, son of Sen. Burton K. Wheeler of Montana.

Here's how the calls now line up:

KFPY Spokane, now KXLY
KXL Portland, remains KXL
KGIR Butte, now KXLF
KPFA Helena, now KXLJ
KRBM Bozeman, now KXLQ
KCOW Ellensburg, now KXLE
KXLK Great Falls (New)
KXLL Missoula (New)

To inaugurate the new call letter combinations, the weekly PNB program on Jan. 4, broadcast over all the stations on a regional network basis by wire line, will be devoted largely to this aspect and to the public service programs handled by the individual stations during 1946.

WDRC Is Defendant In Music Test Suit

Double Fee Is Seen Required For Joint Works

A TEST SUIT which, if successful, will require broadcasters to pay double performance fees for the use of music written jointly by ASCAP and non-ASCAP members, has been filed by ASCAP against WDRC Hartford, Conn., in the Court of Common Pleas in that city.

Suit involves a number of musical compositions written by Buck Ram, Sunny Skylar, Buddy Kaye, Sammy Gallop and David Sason, all ASCAP members, in collaboration with writers who are not members of ASCAP. These compositions were published by BMI publishers, to whom all copyrights were assigned. WDRC performed the works in question under its blanket license from BMI, paid no fees for broadcasts to ASCAP.

Industry attorneys view the case as an attempt on the part of ASCAP to force stations to drop per program licenses and take out blanket licenses. This, they said, is tantamount to requiring broadcasters to make double payment for all music whose authors are not all members of the same licensing organization, even though the copyrights to the music are held by BMI publishers, who concededly have performance rights in these compositions. If ASCAP has any licensing rights, they are non-exclusive rights and in such cases either holder has the authority to license the use of the musical works, it was explained. The user should not have to pay twice for the same use nor to be concerned over the ultimate division of the license fee between the parties holding the non-exclusive rights, in the view of these attorneys.

ASCAP's Position

ASCAP view is that its per program contract requires stations to pay ASCAP for use of any tune in the society's repertoire; that any work of any ASCAP member, whether alone or in collaboration, is in the ASCAP repertoire; therefore, that ASCAP must be paid for compositions of divided authorship, regardless of the fact that the broadcaster has already paid BMI for this use. "In fact, it is not double payment at all," one ASCAP official said, "as the broadcasters own BMI so in paying it they are in reality paying themselves."

A major purpose of the suit, according to an ASCAP spokesman, is to prevent BMI from paying ASCAP writer-members to license their works through BMI, through the subterfuge of collaboration with non-ASCAP members who assign their rights to BMI. ASCAP members cannot assign their performance rights to BMI by the terms of their membership in ASCAP, he said.

Tung Nut Seedlings

We haven't the slightest idea what a tung nut tree seedling is. Or what it's used for. But Uncle Sam thinks it's mighty important to find out what these foreign trees need most to grow best in the U. S.

So the Bureau of Plant Industry has set up a group of scientists to seek out the answer. And from that picture you'll get an idea of what the plants look like.

Research is an important phase of almost any udertaking. But if you're considering radio in Baltimore, we can save you a lot of trouble and hard work.

We'll give you the top-drawer answer to your problem . . . and you can spread out from there.

If you want to reach more listeners-per-dollar-spent . . . put W-I-T-H, the successful independent, at the top of your list. It's the top station in this big 5-station town. And don't forget . . . Baltimore is the country's 6th largest city!

W·I·T·H

AM and FM

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

News Ranks First in Illinois Survey

Parents and Students List Program Choices For WWXL

By DR. DAVID M. WHITE

Head of Dept. of Journalism
Bradley U., Peoria, Ill.

TO PARAPHRASE Mark Twain's famous comment on the weather, "Everybody's always complaining about radio programs, but nobody does anything about it." Consequently, a group of Peoria business men who were planning to build a new station in that city, decided to find out what their potential listeners really listened to, and more important, what they wanted.

Dr. White

They called upon Dr. Clarence W. Schroeder, head of the Department of Sociology at Bradley U. and asked him to conduct a survey which would answer the question: How can a new station be an ally of all the educational and constructive forces in the community!

Aid in Planning

Under the supervision of Dr. Schroeder, a Central Illinois Radio Audience Survey was conducted, which has been a significant aid in planning the programs of this new station. The survey consists of the replies received from senior students of high schools, both parochial and public, and the parents of fifth grade pupils in the grade schools, parochial and public.

In addition a scientific sampling of students at Bradley U. was collated. The total tabulations resulted from 1693 completed questionnaires.

Included in the sampling were 688 men and 999 women in age groups as follows: 16-20 years old, 677; 21-35, 447; 36-50, 482; 50 and over, 78. Of the total number participating in the survey, 1,602 reported radios in working order in their homes, while 91 had no radios.

The survey achieved one of its main purposes by giving a fair sampling of the program preferences of the area. Bob Hope led the list, receiving 666 first mentions. The *Lux Radio Theatre* ranked second with 645 and Bing Crosby third, with 554 first mentions. Fourth place, with 496, went to *Fibber McGee & Molly* and the Lucky Strike *Hit Parade* was fifth, with a total of 453.

Other programs, in the order of their preferences, were: Jack Benny, 331; Red Skelton 309; *Blondie* 295; *Take It or Leave It* 250; *Catholic Hour* 247; *Henry Aldrich* 240; *Truth or Consequences* 176; Kay Kyser 170; *Mr. District Attorney* 167; Barn Dance 165.

Joan Davis 155; Kate Smith 154; Frank Sinatra 153; Edgar Bergen 148; *Lone Ranger* 139; Jack Carson 137; *Suspense* 136; Abbott & Costello 135; *Screen Guild Players* 129; Eddie Cantor 128; New York Philharmonic 122; *Dr. Christian* 120; *People Are Funny* 119; *Inner Sanctum* 116; Gabriel Heatter 110; Bill Stern 107; *Breakfast in Hollywood* 106; *Hour of Charm* 106; *Quiz Kids* 103; Fred Allen 102; *The Great Gildersleeve* 101; Dick Haymes 101.

TYPE OF PROGRAM WITH PREFERENCE VOTES BY SCHOOL GROUPS AND TOTALS

Type of Program	Bradley	Parochial Grade Schools	Public Grade Schools	Parochial High Schools	Public High Schools	Totals
News Broadcasts	202	630	121	200	105	1,258
Popular Music:						
Vocal	216	446	89	269	143	1,164
Orchestral	226	394	75	204	116	1,014
Quiz Programs	116	541	97	248	136	1,138
Sports Events	189	429	40	227	97	982
Important Local Events, Public Affairs	143	404	81	251	97	976
Comedy	171	375	69	215	142	972
Drama	139	299	61	166	92	757
Religious Programs Including Religious Music	33	420	74	123	43	693
School and College Programs	107	315	68	141	33	664
Classical and Semi-Classical Music:						
Vocal	175	221	36	129	52	613
Orchestral	187	225	272	139	68	646
Melodrama	73	230	53	111	71	538
Western Music:						
Vocal	21	264	64	71	75	495
Orchestral	20	214	52	54	53	393
Shows	67	161	8	53		289
Farm News, Farm Problems, Market Reports	15	116	41	34	42	248

The most significant aspect of this survey was found in the answer to the question: "How could a new radio station in Central Illinois best serve you? (Please check the types of local radio programs in which you are most interested)." The survey showed that news broadcasts still maintain their high ratings on the preference list.

Second in the list of preferences was popular music, with vocal rendition receiving a total of 1,164 mentions and orchestral presentations, 1,014. Quiz programs ranked third with 1,138, sports events fourth with 982, important local events and public affairs fifth, 976, and comedy sixth, 972. Last on the list of preferences for those interviewed were farm news, problems and market reports. They gleaned but 248 votes. Complete details are listed in the accompanying table.

CENTRAL ILLINOIS Radio Corp., licensee of the new WWXL Peoria which begins operations about mid-January with 1 kw daytime, wanted to know what type programs people in its area wanted, so Dr. Clarence Schroeder of Bradley U., Peoria, was commissioned to conduct a survey. He learned that news ranks first among radio's many program services. Dr. David Manning White, Director of Journalism, Bradley U., presents herewith an analysis of the survey, which was conducted at a cost of about $300. Bradley U. teaches courses in radio, including production, writing, speaking and techniques.

Few Iowans Object to Commercials

They Say Radio Does Good Job, Whan Survey Shows

ONLY ONE out of 12 listeners in Iowa objects to all commercialization on public service broadcasts, according to the 1946 Iowa Audience Survey conducted by Dr. Forest L. Whan, U. of Wichita. Iowans felt about as Kansans—they like radio [BROADCASTING, Dec. 2].

Results of the Iowa survey, in which 7,939 families were questioned last April and May, have been published by WHO Des Moines.

To get an accurate and complete picture of listener attitude toward commercial announcements the 1946 questions were "loaded" to bring out the maximum amount of criticism of commercialization, according to Dr. Whan. Thus criticism was encouraged, even from those who have only the faintest objection to commercialization.

Of women questioned on their attitude toward advertising on public service programs, Dr. Whan found that 7.1% object to all advertising when three announcements are used on a broadcast, with 26.6% having no objection to advertising; 9.8% of men objected to all advertising and 27.2% had no objection. Thus three listeners have no objection to as many as three announcements for every one listener who objects to all advertising.

That Middle Commercial

As to position of commercials Dr. Whan found that greatest objection is to the middle commercial, with only minor percentages of listeners objecting to opening or final announcements. The survey shows that the majority of listeners who criticize commercial announcements on public service programs are more concerned with the position or number than with commercialism itself.

About 45% of listeners are "quite often" annoyed by the length of announcements on commercial programs, it is shown. About a third of women and 40% of men are either "quite often" or "almost always" annoyed at the number of commercials. As in other questions of this type, Dr. Whan pointed up the wording to bring out all possible criticism.

Analyzing listener attitude toward method of giving commercials, Dr. Whan found that nearly three listeners are annoyed at singing commercials for every one listener annoyed at delivery of the announcer. Half of Iowa listeners are "not often" annoyed at either the singing commercial or the announcer. The survey shows that men are more likely to be annoyed at singing commercials than are women; farm listeners are more likely to object to the announcer's delivery than urban; urban listeners are more likely to object to the singing commercials than farm people; college-trained listeners are more likely than others to ob-

(Continued on page 72)

WESTINGHOUSE RADIO STATIONS INC

announces the appointment, effective January 1st, 1947, of

FREE & PETERS, INC.

As National Representatives of

KEX

Westinghouse *In The West*

PORTLAND, OREGON

5,000 WATTS

An affiliate of the American Broadcasting Company

WLIB WILL CONTINUE WITH FM APPLICATION

INTENTION of WLIB New York to continue with its FM application, which it had requested FCC to dismiss, was reported last week by the Commission. At request of WLIB attorneys, FCC Motions Commissioner Clifford J. Durr dismissed the station's petition for dismissal of its application. Thus 17 applicants remain in the field for five FM channels now available in New York.

At the same time the Motions Commissioner granted WLIB's petition to dismiss its television application, leaving five of the original 13 applicants still seeking four channels available in that area. Mrs. Dorothy S. Thackrey, owner of WLIB, KLAC Los Angeles, and KYA San Francisco, received a television grant for Los Angeles on Dec. 20 [BROADCASTING, Dec. 23]. She was reported earlier this month to be planning withdrawal of San Francisco and New York video applications to concentrate on the Los Angeles operation in event of a grant there [BROADCASTING, Dec. 9].

KAVR, Montana Outlet, On Air Within 29 Days

TWENTY-NINE days after issuance of its CP, KAVR Havre, Mont., went on the air with 250 w on 1240 kc. Edward J. Jansen, of KBIO Burley, Ida., part owner of KAVR, and Truman B. Hinkle, KAVR manager, directed the operation. Owners of KAVR are Jessica L. Longston, of Burley; Vicki Zaser and Bernice Brownlow, of St. Helena, Ore., and Mr. Jansen.

Staff members include Ray C. Kennedy, commercial manager; Rodney Sams, chief engineer, formerly of KBIO; R. S. Harper and Burl Bowman, engineers and announcers; Frank Krshkas, special events and sports; Mrs. Charlotte H. Brader, continuity and sales. Station has a 154-foot tower installed by Fisher Tower Co., Portland. Transmitter was installed by Charles Probeck of Raytheon.

New System in UK

FIRST CARRIER frequency wire broadcasting system in Great Britain has been put into use at Rugby by Multi-Broadcast Ltd., according to Scottish Amalgamated Trade News Agencies. The system makes possible a selection of six programs through a two-way wire system, plus special receiving installation. Multi-Broadcast Ltd. proposes to establish independent relay stations at points throughout the British Isles where public interest and need is demonstrated. Production plans prepared by the firm contemplate usage of the new system by approximately 2,000,000 listeners.

WHILE visiting the WLW Cincinnati studios of the Crosley Broadcasting Corp. these Young & Rubicam executives took time out to have their picture snapped. Pictured left to right, they are: Tony Geoghegan, vice president in charge of media; Sam Cherr, vice president in charge of merchandising; Carlos Franco, associate radio director, and Robert E. Dunville, Crosley vice president and general manager.

'Crusade' Against Liberals Seen by 3 Left-Wing Groups

CHARGES that WOR New York is participating in a "crusade to keep liberal commentary from the people" were hurled at the station last week following announcement that the daily commentaries of Frank Kingdon on the station were being discontinued. Station officials promptly characterized the attack as "absurd and unfounded."

Accusation was contained in a letter sent jointly to FCC Chairman Charles R. Denny by executives of three left-wing organizations: Jack Kroll, director of the CIO Political Action Committee; Jo Davidson, chairman of the Independent Citizens Committee of the Arts, Sciences and Professions, and C. B. Baldwin, executive vice chairman of the National Citizens PAC.

Not Fairly Represented

Letter stated that recent months have seen the "dismissal of many commentators associated with the progressive viewpoint by the major networks. Whatever the ostensible reasons for the dismissal of these commentators, the fact remains that the liberal point of view does not now have fair representation on the air.

"And now another dismissal of even greater significance has occurred," the letter continued. "We refer to the recent action of WOR in refusing to retain the liberal analyst, Dr. Frank Kingdon, on a sustaining basis after the plea of his sponsor for a better program time. When one considers that the Mutual network, of which WOR is a leading affiliate, features such an array of reactionary commentators as Fulton Lewis jr., Henry J. Taylor and Upton Close at good evening times, the only conclusion that can be drawn is that WOR has joined in the crusade to keep liberal commentary from the people."

WOR's official reply, released for publication the same date as the joint letter, stated: "The charge that WOR has joined in a 'crusade to keep liberal commentary from the people' is absurd and unfounded. Frank Kingdon's commentary continues to be broadcast by WOR every Sunday from 10:15 to 10:30 a. m. The allegation that WOR refused to grant a plea from Kingdon's former daily 6 p. m. sponsor for a better time period is also untrue. The fact is that WOR tried to induce the advertiser to select any time desired from all the periods remaining available in WOR's evening schedule. The station regrets that these were declined and that the advertiser terminated sponsorship of the daily broadcasts."

In their letter to the FCC the three citizens committees' spokesmen "strongly protest the dismissal of Dr. Kingdon . . . and we brand such action as a direct contradiction of FCC principles. We further respectfully submit that such infractions be carefully considered when the question of the renewal of the license of WOR comes before the Commission."

Charge Itemized

Itemizing its charge of network dismissal of "commentators associated with the progressive viewpoint," the letter declares "NBC has dismissed John Vandercook, Robert St. John, Don Hollenbeck and Don Goddard in what has been construed as a cleaning out of liberal commentators." KFI Los Angeles, described as "the most powerful station in southern California," was cited for having "dropped six local commentators, an action critized by ten Congressmen as an effort to censor news."

Letter concluded with a pledge "to present the issues of this situation to the general public and members of our organizations so that they might join in the fight for a truly free and democratic radio in America."

Set Meeting Date

1947 ANNUAL meeting of Radio Manufacturers Assoc. of Canada is to be held at General Brock Hotel, Niagara Falls, Ont., on May 30.

New Year's Day Inaugural For KXLW at Clayton, Mo.

KXLW Clayton, Mo., will have its inaugural broadcast at 12 noon New Year's Day, Guy Runnion, president of St. Louis County Broadcasting Co., licensee, and general manager of the new station, announces. Clayton's mayor, Kenneth Theis, and others prominent in the community will participate.

St. Louis County Broadcasting Co. received grant Sept. 12 [BROADCASTING, Sept. 23] to operate a 1-kw daytime outlet on 1320 kc. Mr. Runnion, former news director of KMOX St. Louis, owns 88% of common stock.

KXLW will specialize in news coverage and has contracted for AP, UP and INS service, according to Mr. Runnion, who states that the station has "the largest staff of news writers and announcers of any local station." Wick Evans has been named editor-in-chief and Bob Terry sports editor. Edgar J. Mothershead is public relations director.

Chas. W. Nax to Manage New KWGD-FM St. Louis

CHARLES W. NAX, executive assistant to publisher E. Lansing Ray of the *St. Louis Globe-Democrat*, will be general manager of KWGD, the newspaper's new FM station, which is expected to start operation on July 5.

Construction of a new building at an estimated cost of $121,500 to house new station is scheduled to get under way within a few weeks [BROADCASTING, Dec. 23]. Publisher Ray and Mr. Nax will supervise the work. Wells R. Chapin will be chief engineer of KWGD.

FEDERAL CONVERSION CAUSE OF IT&T LOSS

INTERNATIONAL TELEPHONE & TELEGRAPH Corp. and its subsidiaries reported a consolidated net loss of $2,668,831 for the nine months ended Sept. 30, compared with a net gain of $5,085,104 for the same period of 1945. Company attributes the loss to the $7,937,422 losses of Federal Telephone & Radio Corp. In changing to peacetime operation, "Federal's problems were further aggravated by strikes and other factors which curtailed the supply of materials and thereby retarded both manufacturing activities and plant construction" and "wage increases which cannot be recovered on previously contracted orders."

"Federal is still operating under handicaps," the statement said, "but when its activities are fully concentrated at the Clifton plant, which is now scheduled for mid-1947, it should be possible to carry on operations under more favorable production conditions. Unfilled orders of Federal increased from $32,711,400 on Dec. 21, 1945, to $39,062,000 on Nov. 20, 1946."

remember when we wrote.....?

Among the hundreds of advertisements that have been written for WOR since the ending of war in Europe and in the East, there are many which contain statements that it might be profitable to glance at once again.

We think they show better than almost anything else can, the distinct and varied things that go into making WOR the power-full station that it is. For here are not only concrete indications of what WOR has done—and can do—but many references to an astute and forward-looking policy of operation that has made it one of the greatest stations in America today.

Here was a promise more than kept in the year 1946. It is with a quiet determination that WOR plans to exceed it in 1947.

this is WOR in 1946

(being, partially, a declaration of intent)

IN THIS, our twenty-fourth year, we start again — as always — with a declaration of serious purpose, but with a concomitant declaration that WOR's program personalities shall play the major part in executing it.

Whatever the big things WOR might say, or the big things we might *try* to think, we'd be mute fumblers without the names and voices of those artists who so uncannily mirror the thoughts and desires of millions of people in one of the greatest listening territories on the Eastern Seaboard.

In this new year there'll be nothing particularly original about the programs that these WOR personalities will conduct. But their astute formulas which have charmed and moved millions of listeners for almost a quarter-century will — as always — accurately reflect changing times in a changing world.

However, there'll be new talent, too. WOR will carefully watch, listen to and talk with those artists, writers, and whatever released from the Army, Navy and Marines; from the Spars, Waves, and all the services which have contributed to a world a United Nations bled to build.

However, much as we progress in new ideas and new talent, there will continue to be advice for the farmer and the bees he hives; the dairyman, truck-gardener and the produce they must sell. There will be the winds judged accurately, and the warning finger raised to signal the hurricane that tentatively nudges the sun-splashed rooftops of a drowsing Jersey town.

WOR's artists will discuss the theory and probable future of the energy called atomic, and describe a dusty courtroom in which a fascist culprit sulks. There will be talk of recipes and why marmalade won't run in frost. There will be Beethoven, too; and Stravinsky, and Harry James, and The Duke and . . . Oh, you know, whatever good music's got to give. Comedy? Of course. Corn, maybe; but there will be the subtle mimic, too.

These—*very* briefly—are a few of the almost intangible things that have long been part of WOR's amazingly successful growth. Collectively, it is a sensitive awareness of what people want sympathetically reflected in the voices and the actions of the WOR artists who have always more than fulfilled those wants. It is a more than ordinary alertness to the see-saw of world and home events, and an immeasurable degree of human friendliness, as well as an intelligent and imaginative way of presenting the times in which we live.

This, then, is WOR in 1946...partially

—that power-full station at 1440 Broadway, in New York

MUTUAL

Since this ad appeared—shortly after V-J Day—more than 10 manufacturers of war and postwar products and services have happily watched WOR perform the job it promised.

please handle tenderly ...but fast!

IF YOU'RE THE PARENT of, or agent for, a business baby which is about to take its first steps into the lightning-fast competition for sales and distribution among the products of this postwar world, it will pay you to give more than casual thought to radio, and WOR.

For if radio, and WOR, had proven only one thing during the years of war, they have shown the breath-taking *speed* with which sound can mold opinion and create action.

While transportation is still a pressing problem, the need for creating a receptive *preference* among millions of customers is a more immediate one. Your product may not be the first to arrive in the stores, but you can, by radio, and WOR, quickly create patience and dealer enthusiasm; keep buyers' funds cautiously reserved for what you have manufactured, or are just about to launch.

Yes, competition will be keen. In many cases it will be first come, first bought. But whether your product hits the market first or afterwards, WOR can make the majority of more than 18,000,000 people in seven great states do what you want them to do—fast.

WOR can plant the story and merits of your product or service in the minds and hearts of thousands of potential customers in 33 great cities containing more than 100,000 people each. WOR can reserve space for you on the shelves of the greatest concentration of retail and department stores in the United States.

Proof? In less than 13 weeks, WOR obtained 43 new department store outlets for one war product; added hundreds of new dealers and increased its sales in Albany, Boston, Philadelphia, Southern New Jersey, Maryland and throughout other sections of the WOR area.

What WOR did in that *short time*, so effectively, for this business baby, it can do for yours. And the cost, we might add, will leave you grinning contentedly and asking yourself, "Now, why didn't I think of WOR sooner?"

wor

—that power-full station at 1440 Broadway, in New York

MUTUAL

Two paragraphs as true 25 years a

what

is a successful station made of?

Alcoholic Beverages
Peter Breidt Brewing Co.
H. T. Dewey & Sons Co.
Cambarelli & Davitto
Gambarelli & Davitto Speas

Amusements
Warner Bros. Circuit Management Corp.

Automotive
Anderson Co. (Sleetmaster)
Auburn Auto Sales Corp. of N. Y.

Gasoline and Oils
Richfield Oil Corp.
Tidewater Associated Oil Co.

Clothing and Apparel
Philip A. Singer & Bros., Inc.
*Gotham Hosiery Co.

Drugs, Toilet Goods and Cosmetics

Drugs
B. C. Remedy Co.
Bell & Co.
International Vitamin Corp.
McKesson & Robbins, Inc.

Toilet Goods
Bathasweet Corp.
Bristol Myers Co.
Conti Products Co.
Marlin Firearms Co.
The Mennen Co.

Cosmetics
Dreyma, Inc.
Glame Co.
Armin Varady, Inc.

Food Products

Bakery
Ducan Brothers
Fischer Baking Co.
Gordon Baking Co.
Purity Bakeries Corp.

Dairy Products
Borden's Farm Products Co.
Borden's Ice Cream Co.
Bosco Company
Breyer Ice Cream Co.
Horton's Mel-o-rol Ice Cream
Walker-Gordon Labs. (Milk)
Walker-Gordon Labs. (Acidophilus Milk)

Meat Products
Adolph Gobel, Inc.
Illinois Meat Co.
Northwestern Turkey Growers' Ass'n

Miscellaneous Foods
American Beverage Corp.
Beechnut Packing Co.
Canada Dry Ginger Ale Co.
Consolidated Prods.
Dryden & Palmer Co.
Charles Gulden Co.
S. Gumpert Co.
Habitant Soup Co.
Hulbert's Fruit Products, Inc.
Kemp Brothers Packing Co.

Miscellaneous Foods (cont'd.)
V. La Rosa & Sons, Inc.
Riverbank Canning Co.
S. A. Schonbrunn
Sleman Brothers
Van Camp's, Inc.
Vanti Pa-Pi-A Corp.
Wesson Oil and Snowdrift Sales Co.
Winter Garden Carrots
Newark Cheese Co.
Phila. Dairy Products

Household Products
Acme White Lead Co.
American Gas Machine Co.
Bigelow-Sanford Carpet Co.
Chemical Control, Eastern Div., Inc.
Colgate-Palmolive-Peet Co.
Decorative Cabinet Corp.
O'Cedar Corp.
Press-On, Inc.
Radbill Oil Co.
Spring-Air Mattress Co.

Insurance and Financial
Bronx County Trust Co.
Greenwich Savings Bank
Modern Industrial Bank
National Safety Bank & Trust Co.
North American Accident Insurance Co.
Provident Loan Society of N. Y.

rs ago as they are today

IT HAS BEEN PROVEN time and again that, as a business grows, it leans toward self-satisfaction and smugness. It's inclined to be satisfied with the way things have been done, to shy from the new and different, to close its eyes to those creative functions of both management and production without which no business can *successfully* survive.

During nearly twenty-five years of growth, WOR has warily watched for any tendency on its part to be satisfied with the usual, to hesitate to experiment with the new and different. For WOR knows that while other businesses might commit this error and exist, to do so in the mercurial, fast-changing field of broadcasting would be fatal.

This curiosity, this impatience with the dull and hackneyed, circulates through every moment of WOR's programming day and, in the process, is unconsciously absorbed by its sponsors. Year after year, surveys and success stories reaffirm that this is one of the most apparent things that a successful station is made of.

Naturally, this vitality of outlook not only consistently attracts one of the most impressive audiences in the greatest listening territory on the Eastern Seaboard, but has produced for WOR one of the most complete collections of success stories in modern American radio.

On these pages, WOR, for the first time, publicly lists the names of 106 sponsors who so graciously cooperated with us in the tedious, but exhilarating, task of preparing four to six page studies of their successful use of WOR.

NOTE: *WOR's 106 success stories have been approved by their sponsors. However, they cannot be released for examination or publication without the permission of the companies concerned.*

***that power-full station* WOR**

at 1440 Broadway, in New York

MUTUAL

Miscellaneous
Childs Company
Delaware, Lackawanna & Western Coal Co.
Empire Gold Co.
Graceland Management Corp.
Gruen Watch Co.
Hartz Mountain Products
The Bookhouse For Children
Consolidated Products Co.
Hygrade Sylvania Corp.
New York Telephone Co.
Old Country Trotting Ass'n
Pilot Radio Corp.

Miscellaneous (cont'd.)
Public Service of New Jersey
Refrigeration & Air Conditioning
Restland Sales & Management
Sussex County Boosters
Winter and Company
Quaker Oats Co.—Ken-L Products Co.

Retail Establishments
Adler Shoes
L. Bamberger & Co.
The Brass Rail, Inc.
Crowell Publishing Co.

Retail Establishments (cont'd.)
Howard Clothes, Inc.
Ben, Marden's Riviera
Rogers Peet Co.
Sears-Roebuck & Co.
Vim Electric Co.

Tobacco Products
Marsh Cigar Co.
Philip Morris & Co., Ltd.

Change the five years to six; add a mountain more of knowledge trailblazed with ingenuity and performance and you have WOR in 1947.

Five years *Better* than we *were*

Perhaps no industry in the world converted for war as quickly as did radio. And perhaps no industry has matured as greatly under the stress and strain of war as has radio, and WOR.

For, months before Warsaw and the tragedy of Pearl Harbor, radio, and WOR, saw reflected in the sensitive mirror of sound a few of the vast changes with which it would have to contend during the months and years to come.

Under the impact of the first war it ever had to face, WOR began to discover resources it never knew it had. In the brief space of a few months WOR grew almost unconsciously more expert in the use of its own medium. It soon realized that programs and time and the very timbre of the human voice could be trimmed, paced and modulated to do unexpected and surprisingly powerful things.

In the light of WOR's role as an increasingly important and valuable weapon of war, commercial problems were only secondary. But there *were* problems. The split-second changes that affected WOR's sponsored shows, taught the station to reprogram and replace with the speed of a finger-snap. Many of the replacements were advertisers new to radio and they laid their collective problem of proper time selection, program building and slanting, and the *major* burden of their promotion, in view of limited paper stocks, in WOR's lap.

WOR met its commercial problems with caution, but no delay. Program formulas which had worked in the past were speedily discarded for the present—and perhaps forever. New approaches to a public stunned by war had to be made quickly and economically.

How WOR succeeded, and how well, is vividly described in numerous success stories, and in the phenomenal growth of companies which once measured their sales in terms of two and three neighborhood deliveries.

It is little wonder then, that WOR today is five years better than it ever was. For WOR has not only grown in experience, as it inevitably would, but in the war-spurred elasticity, speed and profitable ingenuity, with which it can more skillfully use the powerful medium of radio to meet the great and ever-changing needs of millions of people in one of the greatest listening territories on the Eastern Seaboard.

If we were an advertiser reconverting to meet peacetime demands, or the maker of a war product facing the threat of established-brand return, we'd give more than casual thought to WOR, a great American station which has grown wise, in both war and peace, in the subtle art of making people do and say things promptly and economically.

that power-full station **WOR** MUTUAL

at 1440 Broadway, in New York

An analogy that became a very effective reality when one WOR sponsor used just such a label to advertise his WOR-promoted product to dealers and wholesalers.

picture of a label never printed

IN THE HOMES of hundreds of thousands of listeners the letters WOR are the initials of an old and trusted friend.

Since its founding in 1922, WOR's unique personalities and intimate methods of programming have increasingly cultivated this confidence and warm friendship among the people who dial it into their homes.

This faith of thousands in the things that WOR says, is no less an asset to WOR's hundreds of sponsors than it is to the station itself. It is as tangible and valuable a mark of added approval as if each advertiser's message and product were to bear the label shown above.

It is such belief in WOR that helps sponsors not only to make sales, but to build added public goodwill for their companies and themselves.

MUTUAL

Little items, handled lightly, but carrying a promise that's performed day in and day out for hundreds of WOR sponsors.

ADVICE TO THE FORLORN

Have you a perplexing product affair on which you need the counsel of a friend? Write to WOR. For a personal reply you *don't* have to enclose a stamped addressed envelope. If you prefer, dial PE 6-8600.

Women Avoid It.

"Dear WOR: I'm a swell cosmetic. But women avoid me. The other day I received an unsigned note reading, 'Get in touch with WOR.' Can you tell me what this means?
CURIOUS."

Certainly. Please send me your name and address.

Plenty Dates.

"Dear WOR: What would you do if your sales manager dated you up with every dealer in town, but they failed to stir you? PRETZEL."

Use your charms, Pretzel. Make the man buy you some nice time on WOR.

Dresses Smartly.

"Dear WOR: I dress smartly and meet the right people. But I would like to make new friends. PRUNE."

You can't and won't win new friends until you use WOR.

Renewed Affection.

"Dear WOR: I was once the best-loved suspender in Greater N. Y. During the past two years men have lost interest in me. My dealers frown when I appear. What can be the cause? PUZZLED."

Don't despair, Puzzled. Have WOR build a program for you without delay.

People Sneer.

"Dear WOR: I'm a young and personable advertiser with 20% distribution in Greater N. Y. But my friends sneer when I tell them about my network show. Can anything be wrong? JUNIOR."

Tsk, tsk, Junior .... *shame!* With that distribution you should know you ought to supplement your network show with WOR.

WOR–MUTUAL

Leaders See Big 1947

(*Continued from page 15*)

to be badly out of adjustment. I am afraid many of us are going to be severely shocked at what the obsolescence and depreciation write-offs on new equipment in the FM and television fields are going to do to our net incomes.

* * *

WALTER J. DAMM

V. P. in Charge of Radio, The Journal Co., Milwaukee

IN GENERAL there is a waiting line at the doors of the larger stations for any time that may open up due to cancellations. Therefore, new business must gravitate to the smaller stations. We have seen no indications of any appreciable amount of "drop out" due to conditions or changes in merchandising. It is our opinion that many stations will be more selective in acceptance of business, thereby improving their schedules.

Mr. Damm

* * *

RALPH ATLASS

General Manager, WIND Chicago

VERY bright.

* * *

JAMES V. McCONNELL

Director, NBC Spot Sales

NBC spot sales moves into 1947 backed by the impetus of a healthy 1946 business which maintained the record high level of 1945. Throughout the rest of the industry it was noted that stations in major markets generally held their own and there is every reason to believe that the expected clearing of the business picture in 1947 will be reflected quickly in spot sales revenues on stations of all sizes.

Mr. McConnell

The increasing use of network cooperative programs is a favorable indication of the recognition by advertisers of the advantages of high quality programs. And the decided improvement in program quality and standards of transcriptions will be even more notable during 1947. More emphasis will be placed, I believe, on local program development and cooperative shows.

All in all, I should say that 1947 promises to be a good year for spot radio.

* * *

WAYNE COY

Vice President, WINX Washington, D. C.

A COMPETITIVE retail market for consumers' goods should result in larger volume for radio in 1947.

FRANK E. PELLEGRIN

Director of Broadcast Advertising, NAB

WITH more stations on the air and actively promoting and competing for business, total revenues should increase during 1947. The general business outlook remains better than good, barring unforeseen industrial disasters such as widespread strikes. It is entirely possible, however, that the larger number of stations on the air may bring about a decrease in the average gross revenue per station. If radio does the kind of job in 1947 of which it is capable, local billings should show the largest increase because they offer the largest presently undeveloped potential. I believe that increased operating costs, plus the factor of new and increased competition, will again place an increasingly greater responsibility on aggressive salesmanship and efficient management.

Mr. Pellegrin

* * *

DON FEDDERSON

Executive V. P. and Gen. Mgr., KLAC KYA Hollywood

ECONOMICALLY 1947 will be influenced by (1) the action of the new Congress apropos of taxes as well as labor (2) the Supreme Court's decision on John L. Lewis and the solution of labor and management problems. If full production becomes an actuality in 1947 advertisers will be forced competitively to establish record budgets to sway America's purchasing power, which is more than double the 70 billion dollars that was in circulation at the 1929 peak. I am betting that this great nation will solve these problems as she has had a habit of solving any and all crises in the past. If she doesn't, we might as well all go fishing.

* * *

PAUL W. MORENCY

V. P. and Gen. Mgr., WTIC Hartford

SINCE most new stations are small operations, obviously the gross income per station will decline. I don't believe that there will be much effect on revenues in 1947 on existing stations because of newly licensed stations. Business prospects for 1947 in the radio industry are good and if we do not have protracted strikes in basic industries, 1947 should be a good year generally.

Mr. Morency

WILLIAM WEDDELL

Radio Director, Leo Burnett Co., Chicago

WE think 1947 prospects are even better than 1946. Buyers' market to increase, especially in "soft lines." Radio will have to absorb some of its own production increases in costs.

* * *

RUSSELL TOLG

Radio Director, BBDO, Chicago

LOOK for more competitive market. Newspapers expected to show largest increases. Business in 1946 up over '45 by 10-15%. In event of business recession radio would be able to hold its own on a competitive basis. Let us not forget radio grew up during a financial depression.

* * *

J. L. VAN VOLKENBURG

General Sales Mgr., Radio Sales

WE ARE of the definite opinion that 1947 will show substantial gains over 1946 in national spot radio. In most cases consistent users of our medium are currently increasing their schedules and many advertisers, comparatively new to spot radio, are now getting into it. There appears to be a much more optimistic feeling about advertising generally among those we meet daily than existed six months ago. There is no reason for believing that 1947 will be anything but a healthy year for national spot radio business.

* * *

FRANK SAMUELS

ABC Western Div. Sales Mgr.

PROSPECTS for 1947 are good. Perhaps there will not be the percentage of dollars available that we have had in 1946, but there will be plenty of money to spend in radio advertising providing we work hard enough to get it. By this I mean that we will have to work harder for that radio dollar than before, but that will help to keep us in the selling groove. And that is where we should be. We may also have to do more servicing of accounts—helping clients and merchandising prospects. It is a foregone conclusion that many industries which have been limited by the amount of production available will begin to some extent to satisfy the market in 1947. And radio, as I see it, should participate in that result.

Mr. Samuels

* * *

WILLIAM LEWIS

V. P. and Radio Director, Kenyon & Eckhardt

IN ORDER for business to be good in 1947, we're going to have to go out and sell just as hard as we've been telling our clients. I believe that 1947 will be a generally profitable year unless we all succumb to a fear complex before the year starts.

CALVIN J. SMITH

Gen. Mgr., KFAC Los Angeles

RADIO prospects for 1947 look extremely favorable. If business recedes, greater effort will have to be made to move goods. If business increases, advertising sales will be easier. Even if newsprint becomes plentiful, the demand for consumer goods will reduce competitive problems. Radio's present trend toward improved program standards will probably increase sets in use and improve advertising returns.

Mr. Smith

While I believe 1947 revenue will increase, I believe that the average revenue per station will decrease because of the large number of new stations. Operating costs will probably increase slightly due to greater number of changing facilities and probably a slight rise in labor costs. However, a feeling of security, brought about by the government's present attitude toward labor and a new Congress, will stimulate development and expenditure.

* * *

PAUL H. RAYMER

President, Paul H. Raymer Co.

NATIONAL spot radio will continue its growth and expansion next year. It will continue its uninterrupted increase in 1947, even though this may be against the general trend of other advertising media. Spot radio will continue to advance faster than national or local business because it is the greatest potential source of station income. There are still thousands of good regional advertisers that are excellent prospects for spot radio. This field has been little more than scratched; it provides the greatest source for new business development.

More selling of the creative kind, however, will be necessary. By this we mean more professional and intelligent selling, giving time and attention to live talent and program business.

* * *

JACK COOKE

President, CKEY Toronto

WE are budgeting for an increase in 1947 of 15% in national business originating in U. S. A., Montreal and Toronto. We carry mostly national business on CKEY. Present indications are that in 1947 we'll continue the momentum of the last few years, but that it is now starting to level off. We do not look for a recession till 1948.

Mr. Cooke

While our operating costs are al-

(*Continued on page 32*)

Leaders See Big 1947

(Continued from page 31)

ready going up due to increases in pay for musicians and staff, and anticipated increases for transcription and news services, CKEY has no intention of increasing its rates.

* * *

LINNEA NELSON

Head Time Buyer, J. Walter Thompson Co., New York

I AM ever the optimist. And I'm always looking ahead to good business prospects because I believe in the intelligence of the American people.

* * *

C. H. COTTINGTON

V. P. and Radio Director, Erwin Wasey & Co., New York

WHILE many economists are expecting a recession late in 1947, it need not necessarily occur. Whether or not advertising suffers depends entirely upon the product.

GILMORE NUNN

President, The Nunn Stations

MANAGEMENT'S conscientious effort to improve its true value to the listening public has furnished post-war radio with the most influential and powerful impact ever enjoyed by any means of communication. It should follow, then, that as a medium for the sponsor's message and the listener's enjoyment, radio's index should hit an all-time high in 1947. By the same token, management must assume additional responsibilities in accepting these rewards, and they'll be both difficult and expensive. To that segment of the industry which fulfills its obligations, however, and renders a genuine service in the public interest, the end results should be worthwhile and inspiring.

Mr. Nunn

* * *

MARTIN B. CAMPBELL

Gen. Mgr., WFAA-KGKO Dallas

IF PRESENT inflationary tendencies continue, or increase, radio business prospects for 1947 should continue good. Most of the better stations have been "sold out" for several years and this probably will continue to be true in 1947. If there is a slump the resultant rate cutting and chiseling activities will show up adversely in the balance sheets of the poorer stations. Survival of the fittest should begin operating toward the end of 1947.

* * *

LESLIE C. JOHNSON

Gen. Mgr., WHBF Rock Island

I CAN'T help but be optimistic, although in some respects, uneasily so. This is because of the unsettled situation nationally, the prospect of more crippling strikes and increased labor costs forcing prices to a level which may seriously retard consumer buying. If this happens we can expect a drop in volume. I am hopeful that leaders in government, labor and management who surely see the danger will cooperate to prevent a decline of serious proportions. A readjustment seems inevitable, but let us hope it can be so leveled out as to be taken in stride in our economic progress.

* * *

WAYNE W. CRIBB

General Manager, KHMO Hannibal

IN 1947 radio is going to have to go to work. Magazines and newspapers will take pot shots at us. Its time the industry began to sell the industry to all advertisers instead of networks sniping at each other's accounts and stations doing the same. We all must go out after new business and develop it. Individual stations will gain greatest in local advertising, whereas, as a general rule, the national advertising dollar, will in many cases be spread a little thinner.

Mr. Cribb

* * *

SYDNEY GAYNOR

General Sales Mgr., Don Lee Broadcasting System, Hollywood

ON A BROAD general basis, 1947 will be a year of adjusted budgets, thinking and programming in the radio industry. New stations launched will definitely affect the revenue of many established stations. Where a city has increased its number of stations, the over-all amount of radio time purchased will jump up considerably; established stations, in most cases will have a drop in revenue because of business finding its way to the new stations. Operating costs already have risen and will continue to rise during 1947. Both 1947 and 1948 will be test years, or a shakedown period. New sales approaches will have to be used, a new conception of programming will be utilized and a more critical eye will be turned toward radio budgets.

Mr. Gaynor

With return of plentiful merchandise and need for real selling methods, the value of a radio program can be determined on sales results instead of relying entirely on a Hooper rating. This will mean a healthier and more consistent radio schedule with fewer in-and-out sponsors, and less weight given

(Continued on page 34)

MUSIC has power—

WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's Outstanding Full-time Independent Station features classical music every morning from 10:30 to 12 Noon, and again in the evening from 10 to 11:30 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been *loyal* for more than a quarter of a century.

KSO'S "PRODUCTION PARLIAMENT" BUILDS RESPONSE-RATING

Taking part in a typical "Production Parliament" (L to R) Tom Lewis, Director of Youth Activities; R. Jay Nash; Bill Baldwin; Ed Linehan, Program Director; Glenn Goodwin and Bob Earle.

It might be called a planning board. Some executives would call it simply a staff meeting, but the folks at KSO like to call it a "Production Parliament". Here audience reactions, staff suggestions and the sponsor's interests are all discussed in a room filled with ideas as well as constructive criticism. Ideas for new programs are discussed as well as hypos for "oldies".

Results of "Production Parliament", including the right follow-through on the air, is reflected in the terrific "response-rating" of Bill Baldwin's "Tea Time Serenade", "As You Like It" with R. Jay Nash, Glenn Goodwin's "Swing Social", the "Midnight Rhythm Club" with Bob Earle, Dick Huber's "Teen Time", and other KSO-produced shows and special features.

KSO's "Production Parliament" and "response-rated" programs are mighty worth considering when buying radio in this area. If you'll write George J. Higgins, General Manager of KSO, or contact the nearest Headley-Reed Representative, you'll learn why KSO is the best buy in Des Moines and Central Iowa.

KSO

DES MOINES, IOWA 5000 WATTS

Basic Columbia in Central Iowa

MURPHY BROADCASTING COMPANY

Kingsley H. Murphy, President George J. Higgins, General Manager

Headley-Reed Company, National Representatives

CBS

THE SOUTH'S MOST AMAZING
ADVERTISING STORY!

WGAC

reaches more people
in its
PRIMARY AREA ALONE
than live in
ALL THESE
Southern Cities
COMBINED!

- Charlotte
- Greensboro
- Columbia
- Columbus
- Charleston
- Durham
- Raleigh
- Greenville
- Savannah
- Macon
- Spartanburg

The total WGAC service area
(primary and secondary)
includes nearly
3 MILLION LISTENERS

The Reason?

580 Frequency with 5,000 Watts Day
1000 Watts Night

ABC NETWORK
WGAC
5,000 WATTS (d)
1,000 WATTS (n)
580 K. C.

AUGUSTA, GEORGIA

Headley-Reed, National Representatives

Leaders See

(*Continued from page 32*)

to Hooper ratings. In other words, 1947 looks like a healthy year with a lot of necessary readjustment being made.

* * *

HAROLD HOUGH

General Manager, WBAP Fort Worth

BY mid-year in 1947, radio revenue will, I believe, be well above the corresponding period in 1946. There will be a tapering off during the last part of the year, but the year will finish with an increase over 1946. New goods are going to be put on the market very soon — new products, new styles, new packages. A big inventory has been manufactured—it must be moved. However, the present backlog demand will be supplied very fast. When sales commence to dip, all types of advertising will fall—it always has. A nation which could manufacture sufficient goods in two years to win a world-wide war can catch up with its domestic demand in a few months. The shakedown will start in the last half of 1947, but the year will total more than 1946.

Mr. Hough

* * *

ROBERT M. HIXSON

President, Hixson-O'Donnell Adv. Inc., Los Angeles

IN spite of strikes, many manufacturers are concerned for the first time in six years with the prospects of backlogs being cut down in 1947 and 1948. This will change their problem from supplying demand to creating new sales, necessitating more productive advertising and causing copy to become increasingly more competitive. Public relations and publicity will be tied closer to traditional advertising functions to augment every plus value. As paper becomes increasingly available, larger and more frequent use of space will be stimulated by newspaper, magazine and direct mail people.

Mr. Hixson

We anticipate no business recession in 1947. Because of media's effectiveness, we are going to spend approximately 20% more on radio advertising this coming year than in 1946. Ten per cent of our 1947 radio budget has been set aside for national spot and 90% for network. Other media has been increased proportionately. The year 1947 should be excellent for sales and advertising.

ROBERT O. REYNOLDS

V. P., Gen. Mgr., KMPC Hollywood, Pres. So. Calif. Broadcasters

STATION revenues in 1947 will rise slightly, due principally to increased rates. The Los Angeles area will enjoy a larger proportionate increase in revenue than the over-all industry. The national picture will remain constant. Increased operation costs will be a general factor to be met in 1947. In our particular case, this stems mainly from increased power to 50,000 w and likely will not exceed 10%. Business prospects for radio in 1947 should be as good as they were in 1946 and possibly better in some lines. We all know that many local businesses have suffered from lack of products and materials; with free flow of such items the latter part of the year, radio business volume during the last six months of 1947 should more than offset any decrease felt during half of year.

Mr. Reynolds

* * *

JOHN J. GILLIN JR.

President, WOW Inc., Omaha

FIRMLY believe we are now in a "small" depression. If strikes continue they will cause real depression. Otherwise, radio prospects are good for 1947 provided radio gets off its encyclopedia and again begins to sell its medium on that real punch basis: 1. Know your facts; 2. Make the contacts; 3. Get that order.

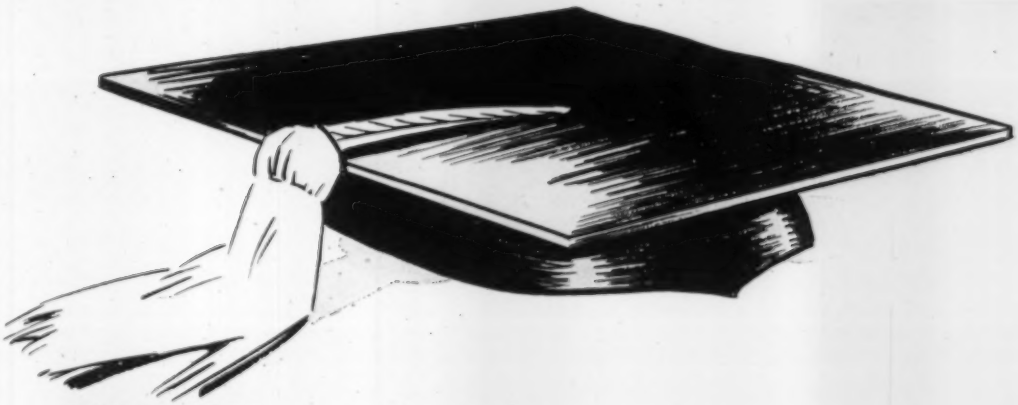
* * *

ODIN S. RAMSLAND

Commercial Mgr., KDAL Duluth

IN my opinion, two factors will largely govern the total business volume in 1947. They are the tenor of the labor legislation Congress enacts during the early part of the year and the attitude of the nation's labor leaders. Should the country become afflicted with another series of major strikes—in

(*Continued on page 36*)



WSM... ALMA MATER OF THE STARS

DISTINGUISHED W. S. M. ALUMNI

- ☆ Dinah Shore
- ☆ James Melton
- ☆ Smiling Ed McConnell
- ☆ Irene Beasley
- ☆ Kay Armen
- ☆ Jeri Sullivan
- ☆ Kenny Sargent
- ☆ Bob Johnson

and many, many more...

Yes...

WSM is known for its development of radio stars.

And today we have more than 300 entertainers on our payroll!

This abundance of top-drawer talent.

+

Our production know-how

+

Our understanding of tastes throughout our vast coverage area.

=

Ability to build You *a show that will sell* Your Products *to our* Five Million *listeners.*

HARRY STONE, *Gen. Mgr.*
JACK HARRIS, *Asst. Gen. Mgr.*
WINSTON S. DUSTIN, *Comm. Mgr.*
EDWARD PETRY & CO., *National Representatives*

WSM
NASHVILLE

Leaders See

(*Continued from page 34*)

the steel, automobile, packing house and communication industries during 1947—the net result unquestionably will curtail seriously the stations' income. If Congress passes adequate labor laws and production continues at its present high levels, an abundance of merchandise is a certainty. That abundance should greatly increase advertising revenues for the second half of 1947.

* * *

ADAM J. YOUNG JR.

President, Adam J. Young Jr. Inc.

IN THE advertising business we find conditions good when the general outlook of business is good. However, when business conditions are bad we still maintain a fair amount of advertising because it is during dull periods that manufacturers have to work all the harder to sell their goods. Our great difficulty comes when we go through periods of uncertainties and that's what happened during 1946. On the horizon there appears to be much greater cooperation between labor and business in 1947 because both sides realize the great advantages in cooperation and they realize what will happen to this country if they will not cooperate. I think that generally manufacturers are aware of this and will risk money in advertising. My analysis therefore is that there will be a healthy increase in business for 1947.

* * *

HARLOW ROBERTS

Vice President,
Goodkind, Joice & Morgan, Chicago

GOOD business in 1947. Get back to selling merchandise. Unknown brands will have tougher and tougher selling.

LEONARD H. MARKS

FM Assn. Treasurer and Counsel

I FIRMLY believe 1947 will be a bigger revenue year than 1946 for FM operators definitely. It will be the year of their emancipation and advertisers will realize the benefits to be gained by FM. A definite increase in national revenue will be noticed. Every FM operator will find increased revenues in the new year. Experience in other fields has shown that an increase in the number of sellers can also increase public demand. Radio is at the threshold of tremendous developments in FM and more advertisers will be using it rather than fewer.

Mr. Marks

Accordingly the additional stations on the air will not reduce the revenue of any in the FM field. We in FM see a rise in operation expenses. We anticipate an increase in costs in the labor field. We estimate that the overall operating costs will increase about 15%.

* * *

WYTHE WALKER

The Walker Co., New York

I DON'T figure that national spot will take a whipping in 1947. (I won't even hedge by saying it won't if we get the strikes and shortages cleared away.) But, I don't see how *every* station can carry as *much* national spot in 1947 as in 1946. With so many new stations going on the air, the same or more dollars are going to be spread thinner. Some of these new operators will someday be swapping time for groceries. The smart operators will continue to do well. From the sales end, it will be the same old story of the wheel that squeaks the loudest getting the grease.

* * *

H. PRESTON PETERS

President, Free & Peters Inc.

IF FM receiving set sales and additional AM station competition serve to substantially reduce the audience per outlet and therefore the value of the advertiser's radio dollar without a corresponding adjustment of rate, radio could conceivably give newspapers and magazines a competitive advantage by the end of 1947.

Mr. Peters

* * *

RAYMOND R. MORGAN

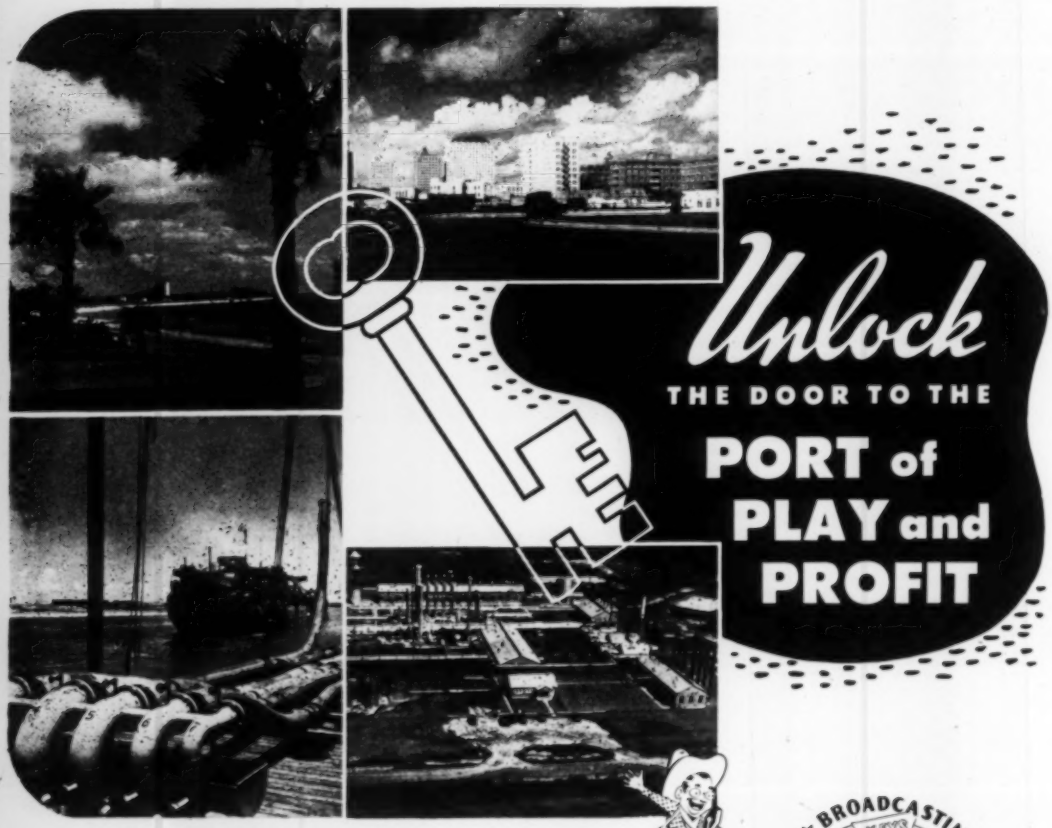
President, Raymond R. Morgan Co., Hollywood

WE anticipate no cut in radio budgets for 1947. In fact, clients are increasing their radio advertising by 50%, with 5% set for national spot and 95% for network. Other media is being increased proportionately.

Quality of buying is going to increase. Quantity will decrease. Junk will be left on the shelves and the water will be squeezed out of phoney pricing so that a dollar brings back more nearly a dollar's worth of value. Jobs will be harder to get and be better done. Advertising will have to get off its fanny—cut out the hokum—tell the truth and get down to earth. Prices on hard merchandise will go too high. People will be unable to buy and prices will then drop. Mink coats are already on

Mr. Morgan

(*Continued on page 38*)



Strategically located along the western and southern shores of crescent-shaped Corpus Christi Bay, Corpus Christi is a mecca for tourists — a natural for industry! The ideal climate and ideal location make Corpus Christi a YEAR-ROUND $460,000,000 market!

Local listening loyalty and a full CBS schedule— that's why KEYS is your key to this rich market!

AFFILIATED WITH TAYLOR HOWE SNOWDEN Radio Sales

COLUMBIA ★ BROADCASTING ★ SYSTEM

KEYS

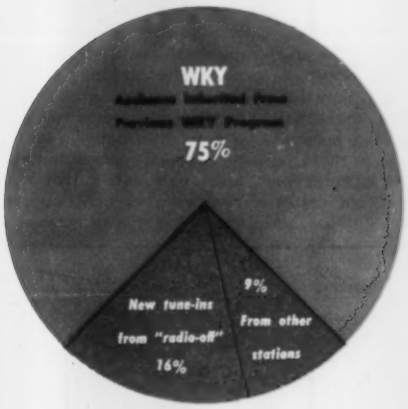
YOUR DIRECT COURSE TO A FABULOUS TEXAS MARKET

250 Watts 1490 KC

Corpus Christi, Texas

LISTENING TO WKY is a . . . . .

DEEP-ROOTED HABIT *in Oklahoma*



75% of the Audience of the Average WKY Program Is Inherited from the Preceding WKY Program!

A PREPONDERANCE of superior programs, both network and local, over a long period of years has developed for WKY a large, habitual audience, an audience "loyalty" of importance significance to advertisers.

For the first time, through a Diary Study conducted by Industrial Surveys Company which traced audience flow day and night for one full week, in the 30-county area immediately surrounding Oklahoma City, the degree of this "loyalty" has been measured. While individual quarter hours, or course, show greater flow variation, 75% of the audience of the average WKY program is inherited from the preceding WKY program; 16% are new tune-ins from "radio off" and 9% come to WKY from other stations.

The majority, widespread habit of listening to WKY in Oklahoma is one of the reasons for the high audience expectancy any program enjoys from the moment it starts on WKY.

WKY *Oklahoma City* OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY.

THE OKLAHOMAN AND TIMES — THE FARMER-STOCKMAN — KVOR, COLORADO SPRINGS — KLZ, DENVER AND WMBD, PEORIA (Affil. Mgmt.) — REPRESENTED BY THE KATZ AGENCY

Leaders See

(*Continued from page 36*)

bargain counters and it's only 1946. Should there be a business recession in 1947 magazines would be first to feel reverses, with outdoor, radio and newspapers following in order.

* * *

JAMES A. McGARRY

Manager, Radio Promotion and Merchandising, BBDO, New York

AFTER the first year of peace, we think there will be greater production of consumer goods and hence a better advertising picture. If, however, manufacturers are unable to produce due to labor difficulties or other reasons, there will be an effect on advertising because manufacturers will have nothing to sell. In general, prospects for 1947 are as good as if not better than 1946.

HORACE STOVIN

H. N. Stovin & Co., Toronto

Mr. Stovin

THERE is a very healthy growth in local business among eastern Canadian stations, most of which I visited recently. National business is up also. A number of Canadian advertisers are expanding their distribution and also will increase their promotion in these new markets, with radio getting its share of this new business. More emphasis in 1947 will have to be placed on selling, as there is already evident a change in public buying attitudes, with price and quality now being stressed. Despite a drop in government-sponsored and political advertising, radio business has kept up in 1946 and we look for an increase in 1947.

JOHN BLAIR

President, John Blair & Co.

Mr. Blair

A VERY substantial volume of spot business will be placed during 1947. Whether this volume exceeds the amount placed in 1946, during which the spot industry as a whole showed a decline over the preceding year, or whether it will be less than 1946 will be determined by so many complex factors which will affect all business that no one can make an accurate prediction.

During the boom war years, a good many foresighted station operators plowed some of the easy money back into their businesses in the form of better programming, merchandising, more and better personnel and other services which increased the stations' permanent value as effective advertising vehicles. Whether business is better or worse next year, these progressive operations will continue to get more than their share of whatever business is being placed. The question of good or bad business is an individual problem. If one station shows an increase over last year, business is good for that operator no matter what happens to the rest of the industry. In view of the undeniable advantages of spot broadcasting as a builder of sales, the aim of every branch of the spot industry should be to make its activities so effective and attractive to the advertiser that its business will be good no matter what happens to competitors.

* * *

FRANK M. HEADLEY

President, Headley-Reed Co.

A WHOLESALE wave of strikes in industry could very easily throw 1947 advertising budgets into an economic rut. However, all things being equal, national spot business in 1947 should be the best ever. New business from old and new accounts currently up for consideration will more than take up the slack of cancellations during the past few months. In established markets, stations will have a big opportunity to do more of the unfinished selling job for advertisers, and where additional new stations have been granted, the volume of business both local and national will be divided in direct proportion to the job each station does to build and maintain its audience acceptance.

Mr. Headley

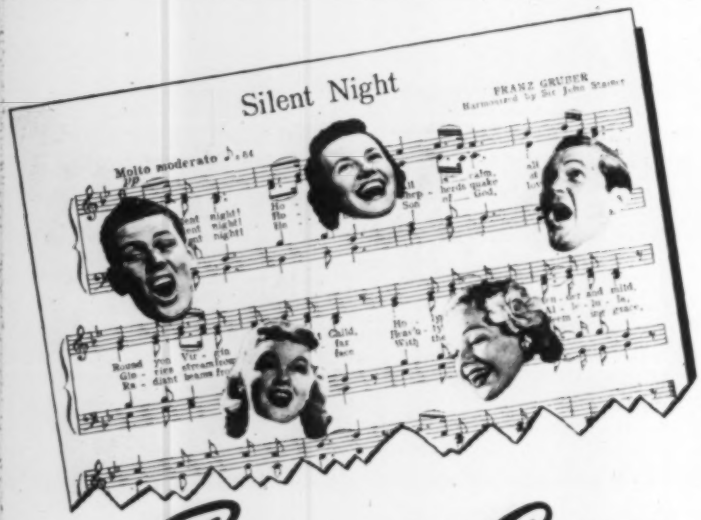
It will be a buyer's market in 1947, and salesmen of radio time will, by necessity, be obliged to roll up their sleeves to get more than their share of the spot advertising dollar.

* * *

LOUIS J. F. MOORE

New York Mgr., Radio Advertising Co.

NATIONAL spot radio volume for 1947 should be better than 1946 if business roadblocks which are impeding all reconversion programs can be cleared. With automotive and hard goods lines of industry ready to go ahead, when production gets moving faster some of the pre-war advertisers should be back on radio spot-wise. Add to these the renewed activity of the regular advertisers who have been held up by various product shortages and the uncertainty of price levels, 1947 can be good. There will be more stations to divide the advertiser's dollar

(*Continued on page 40*)

Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET

5,000 WATTS • 980 KC
AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, Inc.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

Here's the tip-off on radio in Charleston, W. Va.

A few weeks ago WCHS announced that it would broadcast a five hour request program for the benefit of the Salvation Army Christmas Fund in co-operation with the Charleston Gazette.

Not to be outdone, the other three Charleston radio stations broke with an announcement that they were joining forces with the Charleston Daily Mail to do the same type of thing a couple of nights after the WCHS show.

The WCHS show brought in $5,770.00 for the Salvation Army while the other three stations together raised only $2500—or less than half as much.

Now don't get us wrong! We don't think this means WCHS is twice as good as the other three Charleston radio stations put together. But we do think it's indicative of what the folks around here think of WCHS.

You might want to bear this in mind if you're thinking of placing a schedule in this market!

5000 WATTS

WCHS

580 ON THE DIAL

CBS AFFILIATE

Leaders See

(*Continued from page 38*)

and selling will be harder in every market both large and small because of this. One discouraging factor is the continuous talk appearing in discussions by economists on the possibility of a recession in mid-1947, but economists have been wrong before and we hope are going to be wrong this time.

* * *

JOSEPH J. WEED
Weed Co.

DURING the past year national spot advertising fell off a little from the last three months of 1945, which were definitely peak months. This slight slump was more notable in certain sections of the country than in others. At the present time, however, renewals of long-term contracts by national advertisers are very consistent and this show of strength does not reflect the pessimism being voiced today by some retail merchants, chiefly those with large inventories. The last half of 1946 was conspicuous by its lack of new accounts and by the late start of winter accounts. Now, however, many old advertisers are indicating an interest in resuming broadcasting, notably beer and cereal accounts, and there are quite a few newcomers appearing on the scene. This and the healthy condition of long term renewals lead me to believe that sport business will be good in 1947.

* * *

EUGENE KATZ
Executive V. P., The Katz Agency

MOST business, including spot radio, will continue to suffer during the period of national strikes and product shortages. However, so long as basic purchasing power and unfilled demands remain high, advertising is certain to accelerate when the brakes are off—which could be the latter part of 1947.

JACK DAVIDSON
Supervisor of Stations, Northern Broadcasting & Publishing Co., Toronto

WITH more merchandise expected to be available in 1947, we look forward to an overall increase in business of about 10%. We are budgeting for an increase in national business of 10% and local business of 5%. The recent wage increases to labor in the northern Ontario gold and copper mining camps will be beneficial to advertisers in general. Our expenses are up in excess of 15%, mainly because our stations are now or soon will be operating on higher power than in 1946.

Mr. Davidson

J. ALLEN BROWN
Director, NAB
Small Market Stations Division

THE gross of established stations will go up in many cases. It will go down in stations which have gotten "into a rut" and take business for granted.

Mr. Brown

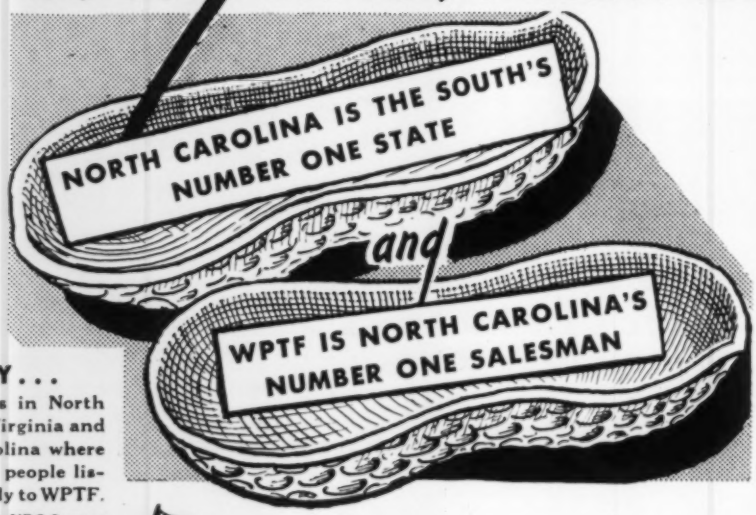
The gross of new stations for 1947 should reach volume usually done by new stations in the first 12 months of operation. They will be instrumental in developing many new radio accounts and a means for increasing the radio budgets of present radio accounts. Newspapers in small market cities will probably show small declines in 1947 because of multiple station grants. Radio has a tremendous potential in local advertising. For each $1.00 in local advertising done by radio, the newspapers did $5.00. (In 1946 newspapers will do approximately $500,000,000 in local advertising, whereas radio will do only $116,000,000). With the two media doing more than $600,000,000 annually in LOCAL advertising and radio getting only one-sixth of the amount, the potential is tremendous.

In 1935 a trend began to open more local channel stations in cities of 50,000 population. Five years later we saw a rush to open new stations in cities of 25,000 population and immediately prior to the war many stations were being opened in cities of less than 25,000 population. Then came the ban on new construction but with the lifting of the freeze following termination of the war the dash to the small towns was resumed. 1947 will see many stations opening up in cities of less than 10,000 population. This steady increase in number of stations will be a major factor in the increase of total advertising income for small stations in 1947. Although the expansion of the industry, including the opening of stations in non-radio towns, will increase radio's volume of advertising, it does not mean a rise in profits for all small stations, quite the contrary in some instances. Good management will play an important part in increasing sales and profits in 1947.

I believe 1947 will see an increase in the use of small stations by big national chain stores such as Montgomery Ward and Sears, Roebuck Co. As pointed out in BROADCASTING Magazine Nov. 25, this type advertiser is finding the small station especially suited for its advertising requirements. Merchandise and sale items are not always the same in every store of a chain so the small station can handle advertising for a particular store of a chain without going into as many other cities as the high powered outlets. Every new ac-

(*Continued on page 65*)

The Story In A Peanut Shell



***PRIMARY . . .**
71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen regularly to WPTF.
*Latest NBC Survey

PEANUTS help swell North Carolina's farm income to $979 million—largest of any Southern state. And of North Carolina's peanut crop, 95% are grown in those counties where 77% of the families listen regularly to WPTF.

This is one shell game you can't lose. Write now for availabilities!

WPTF 680 KC 50,000 WATTS NBC
Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

Buy the XL STATIONS

Merchandisable area

Tune-in-able bonus area

Coverage based on BMB surveys

Z NET

in the

PACIFIC NORTHWEST

KXL Portland KXLE Ellensburg KXLY Spokane KXLF Butte KXLK Great Falls KXLJ Helena KXLQ Bozeman KXLL Missoula

Buy 'em All... AND THIS IS WHAT YOU GET

Buy any one market and receive 5% discount with each additional area. The entire Pacific Northwest with a single contract.

OFFICES

Orpheum Bldg., Portland—Symons Bldg. Spokane—Box 1956 Butte, Mont.—6381 Hollywood Blvd., Hollywood Calif.—THE WALKER CO., 551 5th Ave., N. Y. or 360 Mich. Ave., Chicago

PACIFIC NORTHWEST BROADCASTERS

In The Public Interest

Aids Sea Rescue

WTAR Norfolk, Va., has received a letter of commendation from Rear Admiral T. A. Shanley, commanding officer for the Coast Guard in the Fifth Naval District, for the part a WTAR news bulletin played in locating a missing vessel. Missing yacht, subject of intense search by both air and water craft, was found 10 minutes after newscast announcement.

* * *

Child Gets Needed Blood

THE RESPONSE was quick and generous when Jack Foster, WCKY Cincinnati newscaster, broadcast an appeal for blood recently for 8-month-old Nickie Louise Wise, a patient at Cincinnati's Good Samaritan Hospital. In a matter of minutes numerous calls were received at the hospital and WCKY received 21 before getting word to announce that the blood donor had been found. WCKY has been informed that the hospital now has a list of additional donors for its blood bank as a result of the Foster newscast.

* * *

Finds Homes for Youth

FRAN HARRIS, WWJ Detroit women's editor who conducts a 10-minute noontime broadcast, met with unusual success recently when she urged the placement of several handicapped and underprivileged children in good homes. So successful was her radio plea, in fact, that the Michigan Social Welfare Commission, deluged with applications for the children, asked Mrs. Harris to discontinue mention of the hardship cases. Heard over WWJ in community-type shows and programs since 1930, Mrs. Harris does not cater to strictly feminine subjects and audiences. Among projects she has conducted are obtaining jobs for veterans through the U. S. Employment Service, finding lost relatives of Detroiters abroad through the Red Cross, finding shelter for the homeless through the Detroit Housing Commission and procuring wheel chairs and scarce appliances for wounded veterans.

* * *

Fight Rising Traffic Toll

KMBC Kansas City announces that its entire schedule of stand-by breaks has been thrown into a campaign to halt careless driving. In addition, with traffic fatalities hitting a new high in the Missouri metropolis, KMBC is conducting a $1000 prize contest for the best ideas on "How I Can Prevent Traffic Accidents in Kansas City." The Women's Chamber of Commerce, whose president is Joanne Taylor, KMBC fashion expert, subscribed the prize money. Details of campaign, which is under direction of Gene W. Dennis, KMBC special events head, were announced on quarter-hour program Dec. 6.

* * *

Locate Lost Boy

SEVEN MINUTES after KORN Fremont, Neb., aired a description of a 4-year-old lost boy recently the child's parents called at the police station to claim him, Ray Arvin, KORN program director, reports. The lad had wandered into police headquarters, but would not give his name.

* * *

Stations Praised

COMPLETE success in campaign for 1947 of Community Chest of Seattle and King County, Wash., is a tribute to superb cooperation received from all eight stations in that area, according to statement by Nat S. Rogers, local campaign chairman. Mr. Rogers stated that the $1,415,182 goal would not have been exceeded without the unprecedented support in form of public service programs, spot announcements and constant emphasis on regularly scheduled broadcasts.

* * *

Fire Fighter

AL BECK, ex-Marine, who is announcer at WCBI Columbus, Miss., was on the air when he received a call for help from people a few miles north of Columbus whose homes were threatened by a forest fire. Mr. Beck told his listeners of the fire and asked for volunteers to help. Calls poured in and within two hours the forest fire had been brought under control by the volunteer firemen without damage to a single home.

* * *

Lost, Found Dept.

A LOST AND FOUND department has been started by WKST New Castle, Pa. The free-of-charge service has been deluged with requests. Listeners have asked the station to find a variety of items including a lost wedding trousseau and a strayed cow.

* * *

Aid Strike Settlement

WHEN 500 Oklahoma City bus drivers and street car operators walked off their jobs Dec. 13, stranding 125,000 residents, KOMA, that city, became reporter of the event and aided in settlement of the strike. Ben Holmes, of KOMA news staff, was guest at all-night session of union drivers and operators and invited union executive committee to make transcription airing their side of dispute. Transcription was aired at 7:45 a.m. and private auditions were held for national press services, newspapers and other radio stations. Bob Eastman, KOMA director of news and special events, invited company representatives to transcribe similar program stating their position, which was aired at 9:45 a.m. KOMA engineers estimate both transcriptions were played back privately more than 25 times before strike was settled 18 hours later.

The No. 1 Farm Station in the No. 1 Farm Market would like you to

MEET MOTT!

This is Mott Johnson, KMA's competent Director of Traffic and Public Service.

A veteran of 15 years in commercial radio broadcasting, Mott's experience as announcer, program director, and station manager, gives him a thorough understanding of station traffic and public service needs. He knows his business. He knows how to "gear" KMA's "custom-tailored" programs to a pattern of sincere helpfulness. Mott is another reason for the trust and confidence KMA audiences feel in the station that *friendliness* built.

To know what such friendly capabilities can mean to YOU—*write today*. Let us give you complete data on KMA's *market*, *audiences*, and *selling power*. Contact us or your nearest Avery-Knodel, Inc. office.

Advertising the KMA WAY . . . PAYS!

KMA

155 COUNTIES AROUND SHENANDOAH, IOWA

AMERICAN BROADCASTING CO.

AVERY-KNODEL Inc., National Representatives

YOU CAN'T STUMP THE EXPERTS!

Teen-Age Quiz Show on KYA Is Strong Good-Will Builder for San Francisco's Famous EMPORIUM

Heard 2:10-2:40 P. M. Saturdays

Teen-agers don't tune in a show that isn't on the beam. Department store executives don't buy radio time without checking and double-checking. The fact that KYA clicks with both knowing groups is something that makes this lusty independent station mighty proud.

Want your sales story put over in this lush market? Consult Adam J. Young, Jr., Inc., national representatives, New York, Chicago.

Max Baer, guest star, has Don Pitts, KYA's, junior emcee, in stitches. George Ruge, whose well-known "Ballroom of the Air" keeps feminine listeners dreamy-eyed and ready-to-buy, produces this novel show.

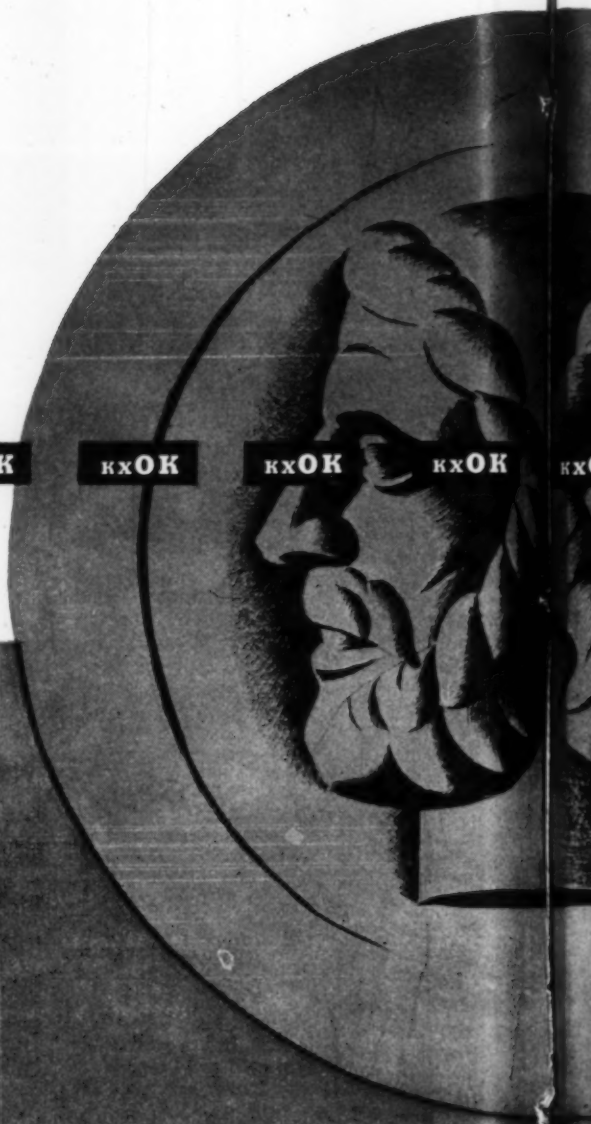
KYA

San Francisco

LOOKING BACK

KXOK KXOK KXOK KXOK KXOK KXOK KXOK KXOK KXOK KX

on the highlights of 1946



RUSH HUGHES, ST. LOUIS' No. 1 RADIO PERSONALITY

returned to the air with his hit record shows featuring "personal appearance" interviews with top stars like Tommy Dorsey, Perry Como, Woody Herman, Benny Goodman! Middle West's leading exponent of popular music!

EXCLUSIVE WEATHERCAST SERVICE!

First station in the nation to offer sensational new Weathercasts predicting hour-by-hour weather changes, approximate hour when rain or snow will fall! Alert St. Louisans listen to KXOK Weathercasts regularly!

ALL FOUR MAJOR NEWS SERVICES!

The addition of the A. P. radio wire (Press Association), with United Press, International News Service, and Reuters of London made KXOK the only station in this area with all four major news services!

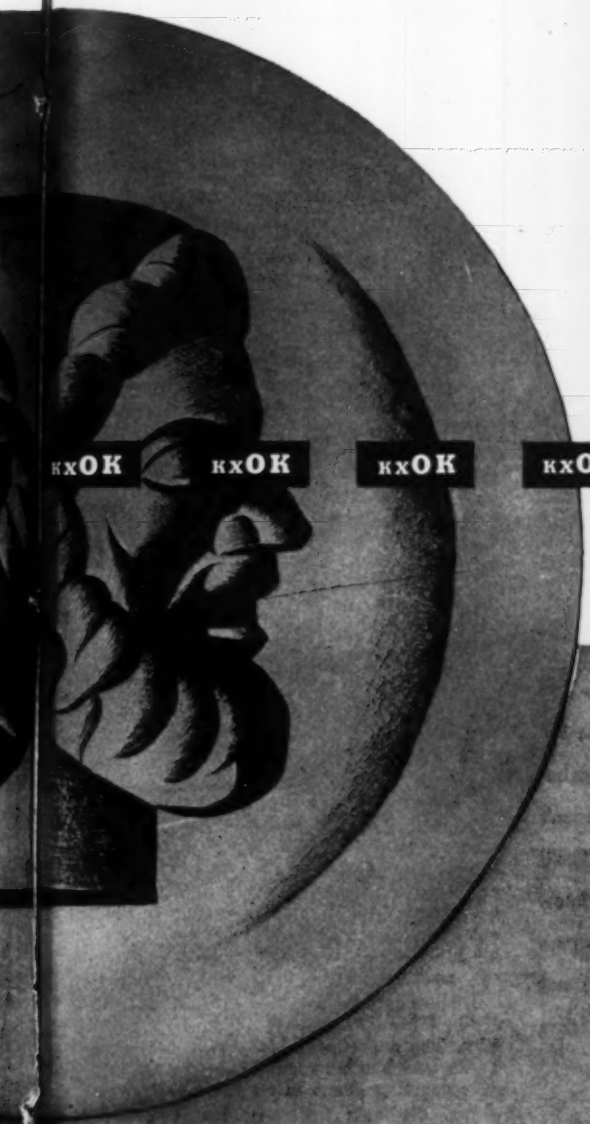
SAFETY-COURTESY DRIVER CAMPAIGN!

St. Louis Police Department and Greater St. Louis Safety Council joined hands with KXOK in recognizing outstanding acts of safety by motorists. Official certificates, windshield stickers, lapel pins, and much local publicity made this a truly great civic event for KXOK.

PLUS THESE other outstanding 1946 features — milestones in the growth of one of America's leading radio stations: Wake Up, St. Louis, City Hall Reports, Musical Party Line, Ill-Mo, Hunting and Fishing Club, and Town and Country.

KX

Affiliated with KFRU, Columbia, Mo. • Represented by
St. Louis Star-Times, 630 K.C., 5,000 WATTS, FULL TIME,



LOOKING AHEAD

KXOK KXOK KXOK KXOK KXOK KXOK KXOK KXOK KXOK

to an even greater 1947

For KXOK, 1946 was a year of accomplishment, but 1947 will demand even greater effort, for it is always the NEW YEAR that presents a challenge. We dedicate ourselves to perfection of techniques, improvement of facilities, and increased resourcefulness. With frequency modulation, television and facsimile on the horizon, the need for good judgment will be without precedent. May we of KXOK be granted the VISION, the STRENGTH and the GOOD FORTUNE In the years ahead to serve to an ever-increasing degree the LISTENER to whom we owe an unceasing obligation.

KXOK MANAGEMENT

OK

ented by John Blair & Co. • Owned and Operated by the
LL TIME, AFFILIATE AMERICAN BROADCASTING COMPANY

Editorial

Ring in the New Year (With Doorbells)

IF YOU HAVE read the business story in this issue you may be inclined to relax behind that comfortable desk, smile contentedly and reflect on the good and bountiful life that is radio.

Don't!

It is true that 60% of the agency executives interviewed in the business survey said they planned to spend more on radio in 1947 than in 1946.

It is true that broadcasters, representatives and network officials overwhelmingly foresee overall revenue increases in 1947 over 1946. In fact, four out of five predict such increases.

But—and after you've read this, put on your hat and make a few calls—100% of those interviewed foresee further increases in operation expenses.

And although the *overall* radio income is believed to be on the rise, the *number* of stations is rising, too. Consider the fact that 67.5% of those interviewed expect a smaller gross per station.

If the gross per station is predicted to be lower and the expenses are seen rising, it takes no economist to tell us that we are going to have to ring some doorbells.

And where will we ring them? It appears, from the opinions expressed by important broadcasting people, that effort must be concentrated on the local level.

You will note, for example, that 95.5% of the respondents expect revenue increases locally—while only 77.5% expect them from national sources. This general attitude is reflected, too, in an analysis of the statements made by industry leaders.

NORTON W. MOGGE, J. Walter Thompson Co. vice president: "There will be a tightening all along the line in the face of high costs and declining profits in nearly all lines."

SIDNEY N. STROTZ, NBC vice president: "I expect that net revenue will be cut by an increase of 25% or more in operational expenses."

EDGAR KOBAK, MBS president: "As we go into a buyer's market, harder selling will be required."

Read the other statements, too. In fact, take the time to study them. Most of them, you will find, say "Bigger year? Yes, *but* . . ." This is particularly true of the analyses offered by the national radio figures—the large agency and network officials. A breakdown of the questionnaires shows that the "recession" talk is most noticeable in this national category of radio; the station people seem to have greater confidence in the future.

These, then, are among the qualifications which must be made in reading the report on business for 1947. Most everyone agrees that these are uncertain times economically. It is difficult to plan for the future. But radio people generally are facing the problems ahead with courage.

Despite the qualifications offered here against a too sanguine acceptance of the business survey results, every evidence points to 1947 as the greatest year in American broadcasting.

It will, all evidence indicates, be the largest gross revenue year. It will be the first postwar year in which better programming and more intelligent selling become absolute requirements. For 1947 will be the year of competition.

It will be a year that will see important progress made by FM and television. The development of those facets of broadcasting will put additional burden on the income-producers.

The alert station managers, in short, are rolling up their sleeves.

OUR CONTEMPORARY of the old-style press, Editor & Publisher, *reproves us for saying that John L. Lewis timed the calling off of the late lamented miners' strike because President Truman was to take the case to the people by radio.* E. & P. *says that's typical of the "blue sky claims" for radio.* E. & P. *should mind its words, for newspapers have been falling for that radio "blue sky" too. (References:* BROADCASTING *Yearbook's authentic list of newspaper-ownership of stations; weekly issues of* BROADCASTING *on new applications for AM, FM and TV stations by newspapers, as well as lists of new grants.)*

'47 Would Be A NATURAL . . .

IF the Blue Noses would mind their own business.
IF the Blue Book would *get* the business.
IF the FCC Reds got the pink slip.
IF there's a new White Bill enacted by Congress.
IF the networks learned there's *time* for everything except EDST.
IF radio develops a real public relations program.
IF real public relations develops a radio program.
IF AM'ers learned that FM is like four-wheel brakes.
IF FM'ers learned that AM has brakes too, and isn't a jalopy.
IF FM would take the high band *and* the low band.
IF television and technicolor would quit grimacing.
IF broadcasters learned that BMB wasn't born in a day.
IF BMB learned it doesn't have to do it all in a day.
IF agencies realized that broadcasters know best.
IF advertisers learned that sticky blurbs gum up sales.
IF the FCC learned to *read* the law; not write it.
IF Petrillo learned his middle name is Caesar; not seizer.
IF the talkers would listen.
IF the listeners would talk.

OVER QUOTA?

REMEMBER the Davis Equalization Amendment to the Radio Act under which the country was divided into five radio zones, with each zone entitled to same broadcasting "quota" of service based on population?

Said Fifth Annual Report of Federal Radio Commission, page 21: "With 612 AM stations in the country as of June 30, 1931, the United States was 8% *over quota.*"

Now compare that to latest FCC boxscore: 1,496 stations (not counting 597 FM and 45 TV grants).

Who said standard broadcast band was crammed full?

Our Respects To—

PAUL FORMAN GODLEY

PAUL FORMAN GODLEY is a radio professional who has retained his amateur standing. His name, to every member of the American Radio Relay League, is practically textbook. For he was one of those irrepressible hams who figured almost from the start of amateur radio in the opening up of portions of the spectrum for all modes of communications. His name is mentioned along with Marconi, Pupin, De Forest and Armstrong. He knew them and worked intimately with them.

This year, 1946, Paul Godley observes a covey of anniversaries: the 40th anniversary of his career in communications and radio; the 20th anniversary of the establishment of the consulting engineering firm of Paul Godley Co., Montclair, N. J.; the 25th anniversary of the trans-Atlantic shortwave tests for which he is renowned.

In December 1921 the ARRL sent Mr. Godley overseas to make amateur signal tests. Amateur signals had never successfully reached across the Atlantic at that time, and he was selected because of his reputation even then as "America's most expert operator in the practical reception of shortwave signals."

He set up his station on the coast of Scotland, using a Beverage Wire for an antenna. Every night from Dec. 7 to 16, through some of the worst gales and rain storms ever to blow along the Scottish coast, Paul Godley sat in his tent, which was heated only by an oil stove, and listened for signals from the other side. Finally they came through.

Radio engineers on both sides of the Atlantic had been keeping the exciting vigil with him. The experiment marked a new epoch in radio, and has been called the "greatest scientific sporting event in all history."

Mr. Godley's background and experience had well prepared him for that successful task.

Born Sept. 25, 1889, in Garden City, Kans., he had been interested in communications since the age of seven. The family moved around and he attended schools in Iowa, Illinois and Indiana. He went to Defiance College in Ohio, and later took special courses in engineering and communications at the U. of Illinois.

During summer vacations he worked for an electrical mining contractor and for various railroad, telegraph and telephone companies as electrician, lineman and trouble-shooter, telegrapher, agent, dispatcher, wire chief and manager.

In 1909 he took a job as wireless operator and installation engineer for United Wireless

(*Continued on page 48*)

A *Marshall Field* STATION

KOIN

PORTLAND OREGON

CBS

LEWIS H. AVERY, Inc., National Representative

Respects

(Continued from page 46)

Telegraph Co.'s premier operations on the Great Lakes. The next year Mr. Godley became director of the department of wireless telegraphy of Dodge's Institute of Telegraphy at Valparaiso, Ind. He later shifted to Port Arthur Collegiate Institute, Texas. in the same position.

For a short time during 1912, he diverged from engineering temporarily to be a salesman for—of all things—the Zenith Butter and Egg Co. in New York. Soon returning to his real career, in that year he was made wire chief, Multiplex Circuits, Postal Telegraph Co., New York.

His mounting reputation in the communications field reached into South America, and the Brazilian Government invited him to that country to work on the fabrication of an Amazon River Radio System. Here he fought the jungle's loneliness with a mixture of jaguar hunting, study and entomology, and —until the moths got into them— had a very valuable collection of Amazon butterflies.

He also here made a contribution to international boundary survey work. Picking up U. S. Naval Observatory time direct from NAA, Arlington, Virginia, signals were relayed to a re-survey crew of the Brazilian-Bolivian Boundary Survey Commission via his 70,000 watt spark station at Mana'os; and this work and survey effected a 12 mile correction at one end of the border between Bolivia and Brazil.

He returned to the U. S. in 1914 and did research and pioneer design work in the application of the regenerative v.t. circuits to short-wave communication problems. During this period he was operating amateur and experimental stations 2SE and 2ZE.

In 1915 he equipped Hamilton Rice Brazilian expeditions for time reception direct from NAA and later for direct two-way communication with the U. S. and between the expedition's ship and plane and jungle bases.

During the same year he began producing pioneer equipment for amateur and broadcast use carrying the name "Paragon," and cone-type speakers under the name "Farrand-Godley."

In 1916 he planned, designed and built receiving and transmitting equipment for the first coast-to-coast 200-meter amateur communication, from New York City to Los Angeles.

At the beginning of World War I he was commissioned a 1st lieutenant in the research and inspection section of the U. S. Army Signal Corps, but at the Navy's insistence, the commission was nullified so that he could work on naval aviation radio. Mr. Godley designed and produced the first operable "all-wave" autodyne receivers, the Army's first intercept receivers, trench transmitters and similar innovations in early radio.

He also collaborated in the design and production of the Navy's first aircraft radio telephone, and built and operated the first superheterodyne receivers in America.

For a year he was technical editor of *Wireless Age* in New York, and from 1919 to 1920 on contract with Independant Wireless Telegraph Company (Mallory Industries) doing developmental work on ship-to-shore duplex-operating plants. Following this work he went back to his own company in Montclair; and he then conceived and talked up the idea for the American Radio Relay League's *Amateur Radio Handbook* which his professional activities barred him from writing—and for a headquarter's radio laboratory with salaried personnel.

Then in 1921 came his real fame among engineers and radiomen throughout the world when he went to Scotland on the amateur short-wave reception experiment for ARRL. During these tests he received the first radio telegram to span the Atlantic via shortwave, presaging worldwide radio telegraph and telephone communications systems.

His world of radio opened wide to him then. An engineer with imagination, he took to writing about radio in addition to experimenting with it. He was made radio editor of Newspaper Enterprise Assn. in 1922, and from 1926 to '36 was on the editorial staff of Newark (N. J.) *Evening News*.

At the same time he was very active as a consulting engineer, contributing many firsts to radio engineering, among them the directive antenna, at WBEN Buffalo.

Mr. Godley has participated in innumerable hearings before the FCC. And he was one of the very early supporters and promoters of the Armstrong FM system.

He is a member of the ARRL, past president of the Radio Club of America, a member of the Institute of Radio Engineers, and a life member of the Veteran Wireless Operator's Assn.

Despite his prowess in electronics, Paul Godley has innumerable other outlets for his mind and interests. He is an accomplished photographer, entomologist and fisherman.

His wife and "confidential secretary" is the former Elizabeth Harold, whom he married in 1918. They have two sons and two daughters, all of whom appear to have their father's bent. His eldest son, Paul F., Jr., is a member of the Godley consulting radio engineering firm. Jean is also in the firm, a "shengineer," says Mr. Godley. William is attending engineering school at Bucknell. And even Glenna, the youngest daughter is majoring in physics at Bucknell.

1947 will be

a *prosperous* New Year

for advertisers

who use

50,000 watts on 680 K C

in Texas

50,000 WATTS DAY

10,000 WATTS NIGHT

Kabc

SAN ANTONIO

CHARLES W BALTHROPE

Station Manager

Chicago
New York
Atlanta

WEED AND COMPANY
Representatives

Hollywood
San Francisco
Detroit

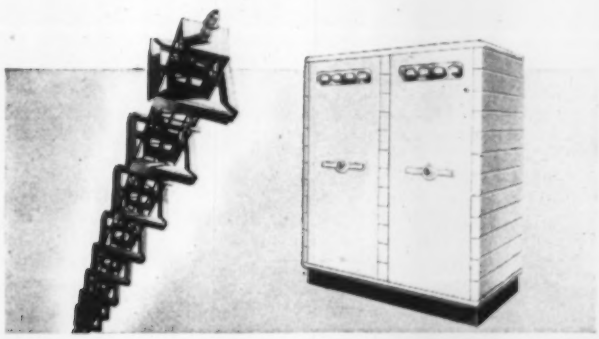
AMERICAN BROADCASTING CO — TEXAS STATE NETWORK

These Newspapers Have Selected FM by Federal for their new Broadcast Stations

ALL WILL BE ON THE AIR BY EARLY 1947

MEN WHO KNOW news pick the "big news in radio" — FM by Federal. From New York to Nebraska — from Wisconsin to Kentucky—these eighteen newspapers in eleven states are going on the air with new FM broadcasting stations. And — like so many major radio stations from coast to coast — they have *all* selected Federal equipment.

FM, in itself, means better broadcasting. But FM by Federal means FM at its best — the last word in center-frequency stability, radiation strength, and long trouble-free operation. Federal's 38 years of research and experience are at your service — to design, equip and install your complete FM station. Write today for detailed information. Dept. B109.



Federal's **SQUARE-LOOP ANTENNA** gives added effective radiation strength — up to 8 times that of the rated transmitter output.

The **"FREQUEMATIC" MODULATOR** is an exclusive feature of every Federal FM transmitter — assuring greater center-frequency stability, simplicity of operation and longer life.

Federal Telephone and Radio Corporation

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal.
Export Distributors:—International Standard Electric Corp. 67 Broad St., N.Y.C.

An IT&T Associate

Newark 1, New Jersey

PRESENTING A CONCISE LISTING OF PARTICIPATING PROGRAMS ON KFI

A highly diversified group of advertisers are finding this Station's participating programs to be the ideal medium for outstanding sales results at a very economical cost. Your clients with products that lend themselves to this type of radio advertising can't miss on:

LADIES DAY

Bill Stulla, assisted by Bob Mitchell, pianist-organist, and Bill Shirley, tenor, turn out a daily song and patter program that is a highlight in morning listening in America's third market. *The time:* Monday thru Friday, 9:15 to 10:00 a.m.

WHAT DO YOU SAY?

Joan Schafer conducts a sensational Vox Pop program in which listeners argue controversial issues via letter. Miss Schafer's role as moderator is a constant test of her abundant charm and ingenuity. *The time:* Mon., Tues., Wed. and Fri., 10:15 to 10:30 a.m.

ART BAKER NOTEBOOK

Philosopher with the common touch, Art Baker, gathers a tremendous listening audience each weekday afternoon to hear his thoughts on people, places and life in general. A great salesman with a great reputation, Art Baker's Notebook is now in its seventh year on KFI. *The time:* Monday thru Friday, 4:30 to 5:00 p.m.

Details about these features available at KFI Sales or at Edward Petry Company.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

MANAGEMENT

PAUL GODOFSKY, former vice president and station manager of WLIB New York and more recently program director of WMCA New York, has been appointed station manager of new FM station at Hempstead, L. I., N. Y., for which his brother, **ELIAS I. GODOFSKY** holds permit. Latter is also AM applicant there. Paul Godofsky will have charge of new FM station's overall program operations.

BOB REINHOLDT has been appointed general manager of KWIN Ashland, Ore. He formerly has been program director and manager of the Corvallis studios of KWIL Albany, Ore.

CECIL B. HOSKINS, with WWNC Asheville, N. C., since 1929 and chief engineer of that station since 1930, has been appointed general manager of the CBS outlet.

Mr. Hoskins

DONALD FLAMM, chairman of the board of WPAT Paterson, N. J., and former owner of WMCA New York, on Dec. 22 married Ethelle Schiller, fashion designer.

FRANK CARMAN, KUTA Salt Lake City general manager, is the father of a boy born Dec. 6.

LEE LITTLE, manager of KTUC Tucson, Ariz., has been elected to the board of governors of the Tucson Chamber of Commerce.

COMMERCIAL

EMMETT HEERDT, manager of sales service for Radio Sales, spot broadcasting division of CBS, Jan. 1 becomes business manager of all six Radio Sales offices. In this capacity he will handle all contact information and contract details between Radio Sales offices. He has been with CBS since 1936, including five years with WCCO Minneapolis.

JOHN DONALDSON-HUDSON, chairman of the board of Fremantle Overseas Radio, is in New York visiting the company's office and studying American radio methods. Fremantle currently represents 27 European stations, two African stations, two South American stations, 32 Canadian stations and one station in China.

ALICE BLACKBURN, after two year absence, has returned to KIEV Glendale, Calif., as traffic manager.

DONALD BARRY has joined KFRE Fresno, Calif., as account executive.

HOWARD E. GURNEY (Eddie Howard), chief announcer of WROX Clarksdale, Miss., has been promoted to sales manager effective Jan. 1.

KOTA Rapid City, S. D., Jan. 1 raises its evening hourly rate from $75 to $100. All CBS advertisers currently using KOTA will be protected at $75 rate for one year on periods used without interruption. KOTA, which formerly operated with 250 w on 1400 kc, last June increased its power to 5000 w on 1380 kc.

DON E. KELLY, formerly in sales department of WHFC Cicero, Ill., has joined staff of WLOW Norfolk, Va., as sales manager.

TOM DURAN, WCAE Pittsburgh sales executive, has returned to his desk after recuperating from emergency appendectomy.

WALDO HOLDEN, commercial manager of CKRC Winnipeg, has been appointed director of sales of CKEY Toronto effective Jan. 18. Originally from Toronto, he has been with sales department of CKRC since 1940 and commercial manager since 1942. Mr. Holden organized the Winnipeg Sales and Advertising Club, and has been active on public relations committees of Winnipeg Community Chest, Red Cross, National War Finance Committee and Salvation Army.

De WITT MOWER, Mutual midwest sales manager, is the father of a girl, Patricia Lynn, born Dec. 19.

GUILD HONORS WLIB FOR NEWS COVERAGE

THE NEWSPAPER Guild of New York, at its annual Page One Ball to be held Jan. 6 at the Waldorf Astoria Hotel, will present a citation to WLIB New York "for exemplary efforts in radio journalism in 1946."

During the seven months the WLIB news bureau has been in existence, its radio reporters have covered 138 news stories and features. Of this number, 24 were exclusive stories, of which 12 were carried on AP and UP wires. In addition, 36 persons in the news, or speaking for worthwhile organizations, told their stories over regularly scheduled WLIB newscasts.

The six-man WLIB news staff, headed by Clifford Evans, presents a 10-minute news summary every hour from 7 a. m., when the station goes on the air, until 5:15 p. m., when it closes. Mr. Evans, speaking of the 1946 news accomplishments by his staff, said: "In all instances our radio reporters not only broadcast eye-witness stories, but also telephoned to the news bureau up-to-the-minute developments on spot-news stories, beating the Associated Press and United Press by margins ranging up to 39 minutes."

This is the first year the Newspaper Guild of New York has cited a radio station for outstanding efforts in radio journalism. The award will hereafter be made annually by the Guild to the New York City radio station with the best news programs in the preceding year.

Salesmen May Appeal

APPEAL considered by attorney for Mr. & Mrs. E. L. O'Hearn, representing Howard J. MacCollister Agency, Los Angeles, who were found guilty by Fort Pierce, Fla., judge of soliciting without license and fined $25 each. Couple allegedly sold time on WKAT Miami Beach to 10 Fort Pierce businessmen. They were said to have used church telephone as office.

ALLIED ARTS

JOHN WILDBERG, producer of such broadway shows as "Anna Lucasta," "Porgy and Bess" and "One Touch of Venus," has organized John Wildberg Television Production Corp. at 228 W. 47th St., New York. As president of this new company he will act in an advisory capacity to the Du Mont television network and his services also will be available to Du Mont clients in connection with problems of video production, scripts and casting.

MILDRED HEREDEEN, personnel director of Young & Rubicam, Hollywood, and with agency since 1932, has resigned effective Jan. 10 to organize her own personnel service at 6411 Hollywood Blvd. New enterprise, The Mildred Heredeen Agency, will specialize in personnel for advertising agencies, radio producers and writers.

ROBERT B. CALLAHAN, former musical director of WINX Washington, has been appointed director of hospital radio programs for the Veterans Administration Special Services.

JACK E. SNYDER has been appointed manager of the export division of Concord Radio Corp., Chicago. He will supervise the extension of Concord service to the radio and electronics industry throughout the world. Mr. Snyder has been with Concord for 16 years.

PUBLIC AND INDUSTRIAL RELATIONS, Montreal, has been formed from the public relations service of Vickers & Benson, Montreal and Toronto advertising agency. **KENNETH J. McARDLE** is president of the new company and **D. F. BENSON** vice-president. Offices will be maintained in Toronto and Montreal.

BUDDY BASCH, account executive with Banner & Greif, New York, has resigned to form his own public relations and publicity office at 17 E. 45th St. He also becomes publicity director of Basch Radio Productions, package organization. Mr. Basch will specialize in publicity and exploitation for radio programs and artists.

Agency Employe Plan

GEYER, NEWELL & GANGER, N. Y., adopts employe-benefit program including profit-sharing plan, according to B. B. Geyer, president. Plan provides insurance and retirement benefits, based on length of service and salary.

KSDJ on Air

KSDJ San Diego, new AM station operating on 1170 kc, made its official debut Dec. 12 following a "test run" the previous night, 7:30 to midnight. The call letters stand for the *San Diego Journal*, whose editor, Clinton D. McKinnon, is owner of the new station. Purnell (Mike) Gould is KSDJ general manager.

NBC IN THE PACIFIC SINCE 1931
KGU HONOLULU
Now in its 25th YEAR OF CONTINUOUS BROADCASTING SERVICE
HAWAII'S FIRST STATION
Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

On top local shows...
in the markets you want...

BIG AUDIENCES ARE WAITING FOR YOUR SPOT BROADCASTING!

What radio programs do you listen to for your own enjoyment? A favorite newscaster ...a musical clock while shaving...a bedtime mystery drama? Then you're one of millions who can be reached *and sold* through locally produced shows and Spot Broadcasting.

Leading stations have a big variety of established programs...many with higher local ratings than the national favorites can boast. And you can put your advertising on such shows quickly with flexible Spot Radio. Just choose the market, the station, the program...*and start selling an audience that's already there.*

Talk to your John Blair man about it. He knows Spot Radio and he can offer you successful programs...on top stations...in your important markets.

JOHN BLAIR & COMPANY

Offices in Chicago · New York · St. Louis · Los Angeles · San Francisco · Detroit

REPRESENTING LEADING RADIO STATIONS

WICHITA

aimed like a Rifle at Kansas' No. 1 Market

NBC in Wichita

KANS

Represented by

Taylor-Howe-Snowden Radio Sales

New York • Chicago
Dallas • Amarillo • Seattle
San Francisco • Los Angeles

AGENCIES

SHIRLEY MORRIS, formerly of Allen & Marshall, Hollywood and prior to that on staff of Raymond R. Morgan Co., has joined Bass-Luckoff of Hollywood as radio director.

FRANK B. CARNEY, formerly with Roche, Williams & Cleary, has joined the copy staff of Holder Morrow Collier, Chicago.

E. P. GASS of Doremus & Co., New York, has been appointed director of research of that agency.

ATHERTON & GRESHAM Adv., Hollywood, agency, has dissolved. **AL ATHERTON** is forming a new firm under his own name continuing offices at 6000 Sunset Blvd. **MAURICE GRESHAM** joins KLAC Hollywood as account executive on Jan. 2. Mr. Atherton will specialize as regional and local agency under name of Atherton & Co. No personnel changes are contemplated.

JEAN LAWLER, timebuyer with Comton Adv., New York, has resigned. Duties are distributed among staff. **CRAIG CARRAGAN** of the agency's research department, has been promoted as assistant to the timebuyers.

BARTON A. CUMMINGS, account executive of Maxon Inc., New York, has been elected a vice president.

JOSEPH A. MORAN, associate director of the radio department of Young & Rubicam, has been elected a vice president of the agency.

WILL STODT, after service with the Army, and former freelance writer, has joined Advertising Ideas, New York, as account executive.

LAWRENCE E. WHITEHEAD and **EDWARD A. SPRAGUE** have announced formation of Whitehead & Sprague Adv., St. Louis. Offices are located in Title Guaranty Bldg., 706 Chestnut St.

LOREN ROWELL, account executive of Young & Rubicam, New York, has been transferred to Hollywood.

CHARLES H. MEYERS, formerly with Benton & Bowles, New York, has joined Grey Adv., New York, as assistant account executive.

ALEXANDER GRIFFIN, WIP Philadelphia news commentator and author, newspaperman, lecturer and world traveler, has resigned to do creative writing with Al Paul Lefton Co., that city, after first of year.

Mr. Griffin

LAWRENCE A. REIS, former service director of Adair and Director-Metropolitan Adv., New York, has joined William Von Zehle Adv., that city, in similar capacity. He onetime was partner in Reese-Rossiter Adv.

WILLIAM HARDING of the Ted Bates Inc., New York, radio department has joined agency's West Coast office.

KENT DENNAN, with J. Walter Thompson Co., New York, has transferred to the agency's South American office where he will assume charge of all research facilities of that office.

DENIS FREIREICH, formerly with the production department of Lennen & Mitchell, New York, has joined Whitbey Adv., New York, as assistant production manager.

SIDNEY G. ALEXANDER, former eastern director of advertising and publicity for Selznick International-Vanguard Films, New York, and prior to that advertising manager of Columbia Pictures, New York and the West Coast, has been appointed director and senior account executive of the motion picture division of the New York office of Brisacher, Van Norden & Staff.

Harry M. Smith, Crosley Official, Must Take Rest

HARRY MASON SMITH, vice president in charge of sales of the Crosley Broadcasting Corp., has been ordered by his physician to take a "complete rest" and will be on leave of absence until March 15, R. E. Dunville, vice president and general manager of the corporation, announced last week.

Mr. Smith

Mr. Dunville said that Neal Smith, assistant sales manager, temporarily will assume the duties of Harry Mason Smith and will report directly to Mr. Dunville, continuing operations from the WLW offices in Cincinnati.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

CLIFF JOHNSON, CBS producer-director, has resigned to become executive of Phoenix Productions, package firm.

SESAC repertory has added four more catalogs: Goddard Music Co. catalog, published in Chicago; M. Homer Cummings catalog, published in Coalwood, W. Va.; Walter A. Quincke catalog, Chicago, and Samuel W. Beazley catalog, Dallas.

WILLIAM MORRIS AGENCY, New York, is offering new audience participation show titled "Reward," based on authentic cases from files of Skip Tracer Co., New York, tracer of missing persons. Series is written and produced by Johnny Esau.

CLARE OLMSTEAD, former Hollywood radio director-producer of McCann-Erickson, has started his own transcribed package show firm in that city under name of Air Arts Inc. **PAUL RICKENBACHER,** formerly with national agencies in New York and Hollywood, is associated with new firm.

CKEY Toronto has added Associated Transcription Service to its transcription library.

JOE VERGA, formerly in musical department of Walt Disney Studios, has joined Capitol Records, Hollywood, as assistant to **JIM CONKLING,** artists and repertoire manager. Mr. Conkling is currently in New York for two weeks of recording sessions.

MARK HANNA, literary and personal agent, New York, is offering a new half-hour crime show, featuring Quentin Reynolds as m.c. and narrator, as a package to New York agencies. Show presents real crime stories with a news twist.

IN CHATTANOOGA

THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN

WDOD

first in ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE

CBS

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

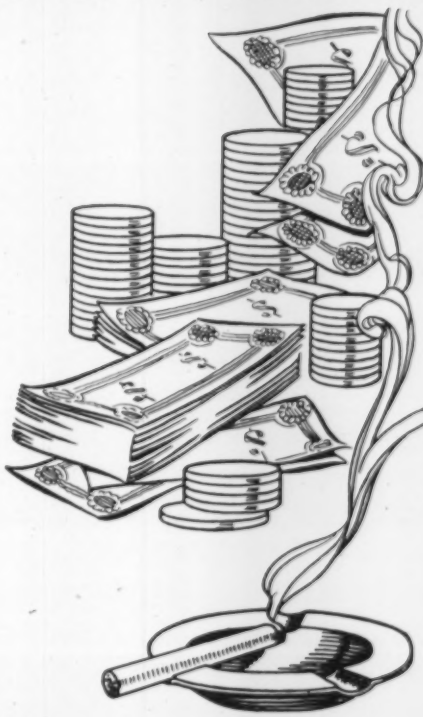
MASS APPEAL

WAIR is the sort of station advertisers STAY WITH . . . because WAIR does more than dominate this market . . . it influences sales in sufficient volume to make WAIR a banker's investment.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

Lexington's Bluegrass Loose Leaf Burley Tobacco Sales ARE PRODUCING MILLIONS IN SPENDABLE CASH.



Lexington cash registers are playing a merry tune these days. Let WLAP, Lexington's original radio station, (established 1933) carry your message straight to thousands of "buyers" in the rich Bluegrass area. Quick sales response on a low cost per listener basis. Ask a John E. Pearson representative for facts and availabilities now.

Nunn Station:

- WLAP Lexington, Ky.
- WCMI Ashland, Ky. Huntington, W. Va.
- WBIR Knoxville, Tenn.
- WMOB Mobile, Ala.
- KFDA Amarillo, Texas

ABC For The Bluegrass

WLAP
A NUNN STATION

MILLER WELCH, Manager

Lexington, Kentucky

LEXINGTON IS THE WORLD'S LARGEST LOOSE LEAF BURLEY TOBACCO MARKET

KFMB
Sells
SAN DIEGO

San Diego is on top! Consistently listed in Sales Management's "High Spot Cities", for high, above average sales and buying power—KFMB is your contact with this market from the "inside".

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

PRODUCTION

WERNER MICHEL, former CBS producer-director, has been appointed assistant to the director of programs at CBS succeeding **ROY LANGHAM**, resigned. Joining CBS last October after serving during the war as chief of the radio program branch of the State Dept., Mr. Michel prior to that was assistant chief of the OWI's radio program bureau. He is a consultant to the State Dept. chief of the International Broadcasting Division.

RAYMOND PENNER, formerly with WNEX Macon, Ga., has been named program director of WLOW, new outlet in Norfolk, Va.

BRUCE HAYWARD, KWK St. Louis announcer, is the father of a boy born Dec. 16.

FRED MOEGLE, chief announcer of KWK St. Louis, has adopted a three-week old boy.

EARL FERGUSON, production manager of KOA Denver, is recuperating from a recent operation and is expected to return soon to his duties at the station.

AL TURNER has been appointed program director of KVOP Plainview, Tex. He was formerly chief announcer of that station.

BILL HALE has left the production department of WGAA Cedartown, Ga., to return to the Ben Lippen School, Asheville, N. C.

JUDITH WALLER, educational director of NBC central division, on invitation of Mexican government, is spending five days in Mexico. "U. of Chicago Roundtable" program titled "The Challange of the Good Neighbor Policy," was originated from studios of XEW Mexico City Dec. 29.

PIERSON W. UNDERWOOD, member of the executive board of the League of Composers and Washington musician and music researcher, has been named music director of WQQW Washington. He formerly had been with State Dept. as assistant to the advisor on Central Europe in the War Areas Economic Division and had been in Poland with the American Embassy where he is in charge of the office of the U. S. Information Service. His daughter, **MARGARET UNDERWOOD**, former music history teacher, also becomes member of the WQQW music department.

PHYLLIS GUTHRIE, formerly with public relations department of Colorado State College, has been named assistant copy writer of KFBC Cheyenne, Wyo. New announcer is **DAVE CHASE**, formerly with KODY North Platte, Neb. He is service veteran.

ELEANOR POORE has joined WCOP Boston as transcription librarian. She was Wave lieutenant (j.g.) during the war.

SLOAN FINLEY, announcer at WMC Memphis, is the father of a boy, Michael John. Mrs. Finley is the former **SHERRY WELLS** who was a member of the Canadian Forces Radio Service in London. Mr. Sloan was with American Forces Network.

H. A. G. KRISTIANSSON, R. G. DUNN and **L. B. McILHAGGA** have joined the production staff of CBC international shortwave service at Montreal as producers and announcers.

JOAN DANGELZER, formerly of CBC talks department, Montreal, is now freelancing in that city.

CROWELL BEECH, disc m.c. of KWKW Pasadena, Calif., and Craig Wilkins, singer, are to be married in that city on Dec. 31.

DON BERNARD, after several months has resumed for William Esty & Co. production of NBC "Abbott & Costello Show." **MARCELLE MITCHELL** is his production assistant. **NAT WOLFE**, who filled in for Mr. Bernard, is devoting full time to CBS "Eddie Bracken show."

TOM CONWAY, title role star of ABC "New Adventures of Sherlock Holmes," has been signed for lead in Eagle-Lion Productions film, "Repeat Performance."

CHARLES HENRY, producer of Young & Rubicam, Hollywood, has been assigned to CBS "Vox Pop" and joins that program in Chicago Dec. 31.

ELDRIDGE PACKHAM, producer of Newell-Emmett Co. on NBC "Chesterfield Supper Club," is father of a boy born Dec. 17.

RONALD LUND is now assistant program director of KJR Seattle.

FLORENCE HANSEN, former continuity writer of WMBD Peoria, Ill., has joined KFRE Fresno, Calif., in similar capacity and is assigned to "Future Farmers of America" broadcast. **WALTER NOVELL**, formerly of KOB Albequerque, N. M., and **DICK PROVENSEN**, new to commercial radio, have been added to KFRE announcing staff.

GORDON T. HUGHES, CBS Hollywood producer, is father of a boy born Dec. 17.

RICHARD VELZ, production manager of WRNL Richmond, Va., has been named member of Gov. William Tuck's military staff. Mr. Velz was USNR commander during war.

DR. JAMES ROWLAND ANGELL, public service counselor of NBC, presided Dec. 28 at a symposium on "Science and the Public" at the 113th meeting of the American Assn. for the Advancement of Science which started that day at the Hotel Bradford in Boston.

IRA MARION, ABC staff writer, Jan. 6 returns to his alma mater, College of the City of New York, as a guest lecturer before the radio workshop of the college to discuss "Radio Writing as a Career."

HUGH GUIDI, chief announcer at WINX and WINX-FM Washington, is the father of a boy.

DOUGH ARTHUR, program director of WIBG Philadelphia, is the father of a boy born last week.

TOM RODGERS, staff announcer of KYW Philadelphia, is recovering in the hospital from severe lacerations of the head and neck, suffered in an automobile accident.

ORIN TOVROV, Chicago freelance writer, has returned as writer on the "Ma Perkins" program (CBS-NBC) following his appointment in that capacity by Show Productions, subsidiary of Dancer-Fitzgerald-Sample. Mr. Tovrov wrote the show for five years before entering the Navy.

On Cue

THE SHOW must go on and KWY Philadelphia talent staff was put to the test of upholding old tradition a fortnight ago. When the KYW orchestra and "Lunch Time with a Punch Line" talent traveled to Baltimore to entertain Westinghouse employes and their families, their chartered bus broke down a few miles outside Wilmington, Del. The entertainers "took to the highway" and began to hitch-hike. All had arrived safely by a few minutes before showtime and performance went on as scheduled.

News

THOMAS J. PAGE, former farm director of WIBX Utica, N. Y., has been appointed agricultural director of WNBC New York, succeeding **DON LERCH**, who resigned recently to become CBS director of agricultural broadcasts. Previous to his association with WIBX, Mr. Page handled farm programs for KVOD Denver and KFXJ Grand Junction, Col. As WNBC farm director he will handle the station's farm program heard Mon. through Sat. 6-7 a.m., as well as "Farmers Bulletin Board" 12:55 p.m. Mon. through Fri.

FRANZ KRAEMER and **GEORGE REYNOLDS** have joined the newsroom of CBC international shortwave service at Montreal.

EDWARD R. NATHAN, associate editor of CBS Hollywood news room, and Wanda Worth were married in Pasadena, Calif., Dec. 21.

BILL BRENNAN, recently discharged from U. S. Coast Guard, has joined CBS Hollywood editing department as associate editor.

BILL DOWNS, CBS correspondent, and **ROSALIND GERSON**, script writer at WCBS New York, have been married.

BOB WOLFF, sports announcer at WINX Washington, has been signed in same capacity by Du Mont television station WTTG Washington, now completing preparations to telecast extensive sports schedule from Uline's Arena in nation's capital. Mr. Wolff will continue his nightly "Senate Beer Sports Review" and play-by-play coverage for WINX and WINX-FM.

M. LEONARD MATT, news commentator of WDAS Philadelphia, and Rose Flum were to be married Dec. 29.

Pulling Power...with Proof!

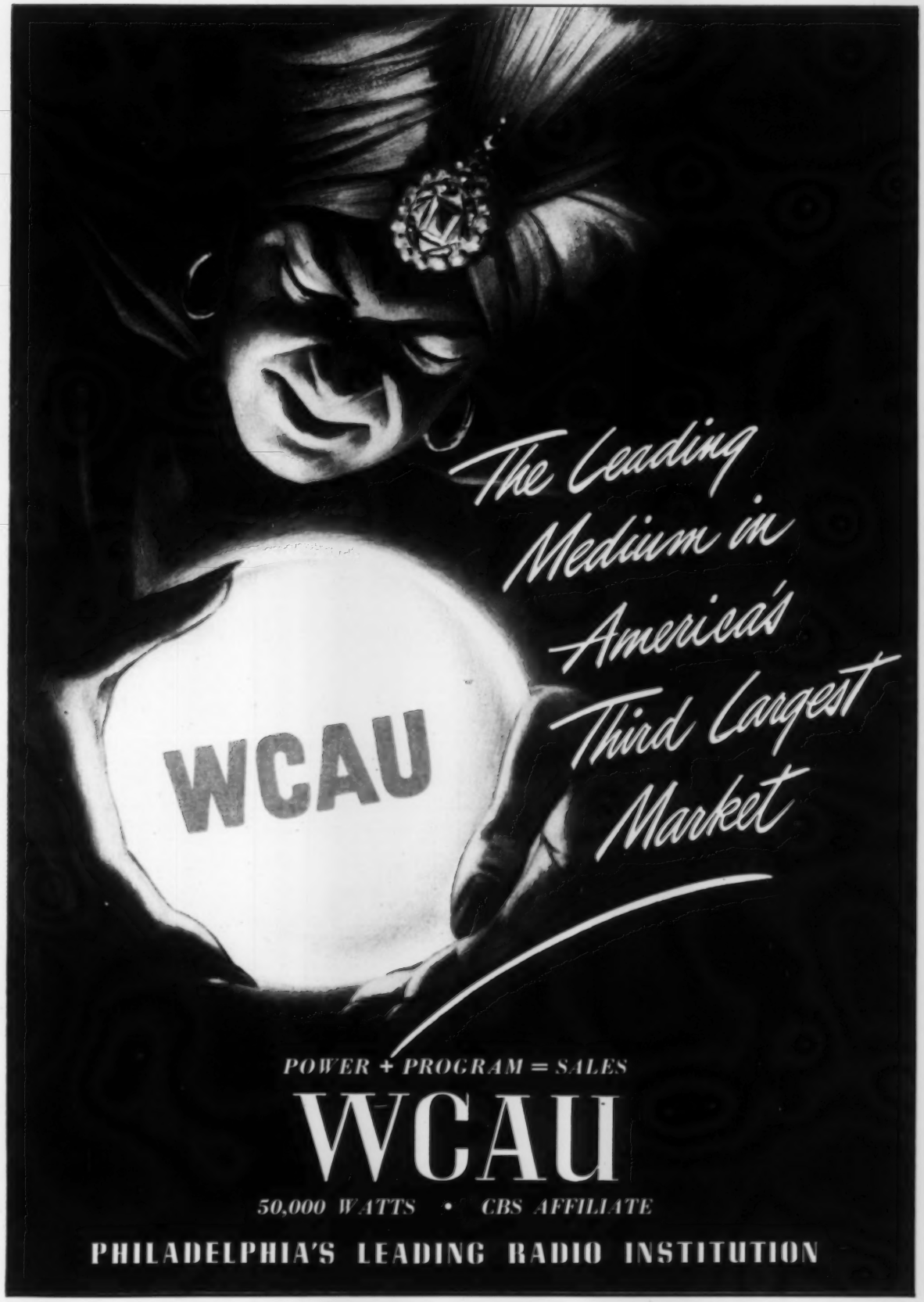
We could hardly believe it ourselves when well over a thousand people responded recently to a single announcement on KQV's Sum Fun show. The show had been on the air only 20 days, hardly long enough to sprout a Hooper. M.C. Dave Scott offered no prizes but simply invited listeners to send in their answers to his Sum Fun quiz tale. *1371 replies flooded in!* Potent proof, we think, of KQV's terrific audience-building power!

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

GOING 5000 WATTS

SWEET MUSIC IN DOUBLE TIME

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives


WCAU
The Leading Medium in America's Third Largest Market
POWER + PROGRAM = SALES
WCAU
50,000 WATTS • CBS AFFILIATE
PHILADELPHIA'S LEADING RADIO INSTITUTION

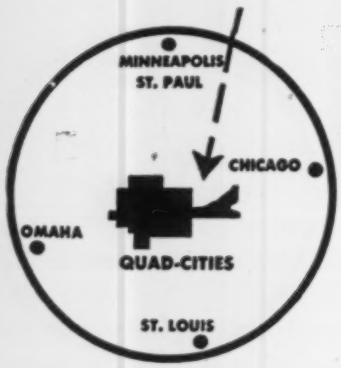
JANUARY, 1, 1947

WOC goes basic NBC

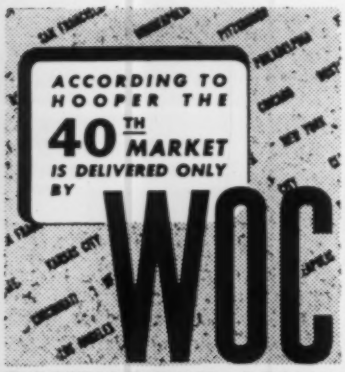
5000 Watts, full time
1420 Kilocycles
---for the

QUAD Cities

(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)



Since 1943, Hooper surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 216,000 population.



DAVENPORT, IOWA
B. J. PALMER, President
BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

PROMOTION

A PROMOTION piece in the form of a two-record album with music by folk musicians heard on WBT Charlotte, N. C., has been sent out to 1,000 agencies and clients throughout the country. Titled "Carolina Hayride," the album has attached to it a four-page folder which points out that the stars heard on the record are available for local sale beween 9:45 and 11:30 p.m. Saturday. Folder concludes "To hitch your wagon to our stars, call us or Radio Sales (Spot broadcasting division of CBS) about "Carolina Hayride" or about other local WBT originations."

Place Mat Sketches

FOUR stations of Worcester, Mass., WTAG WAAB WORC WNEB, are featured in points of interest sketches on new place mat design of a local restaurant in that city.

WNAX Album

WNAX Yankton, S. D., has prepared a fall and winter album presenting pictures of special events of 1946, WNAX personalities and daily program schedule. Cover of album consists of map of major portion of station's listening territory with figures inside of each county representing number of letters received from listeners in 1945, totaling over 560,000. Some 33,000 listeners paid ten cents each for album following offer made on air for 10-day period.

Performance Proof

TO FURTHER promote increased coverage of WOL Washington since power raise to 5,000 w (1260 kc), station's morning man, Art Brown, has been visiting listeners in various parts of the metropolitan area to record interviews. Object is to pick those areas which previously complained of poor reception and to show improvement since power increase. Recordings are used on "Meet Your Neighbor" program. Part of each interview includes WOL program coming from family's receiver.

Spot Promotion

KXOK St. Louis is distributing to the trade large tri-colored folder featuring "Rush Hughes Shows," record program aired Mon. through Fri. 12 noon, 1 p.m. and 6 p.m. Folder announces that all of 70 one-minute and 10 quarter-hour spot announcements on the 15 weekly broadcasts are "sold out." Reply card is attached for use in requesting station to wire as soon as any one-minute spots become available.

Grid Highlights

WNBT New York Jan. 2 will telecast highlights of the Pasadena Tournament of Roses and the Rose Bowl football game as they occurred the day before. With exclusive video film rights to these events, NBC will have a large crew of movie cameramen on the spot and will fly the pictures east immediately after the game.

Tie-in Column

KVOO Tulsa, Okla., now has a tie-in newspaper column which appears under the title of "Short Cast and Wing Shots," the name used on station's outdoor program aired Sat. 6:15 p.m. Bud Jackson, KVOO outdoors editor, writes both the column and the radio script.

FM Introduction

FIFTY radio distributors and servicemen of Boise, Idaho, were guests at FM promotion dinner staged Dec. 15 by KIDO Boise which plans to put its FM affiliate, KIDO-FM, into operation in January. Programming, promotion and sales plans and ideas were presented and discussed.

Desk Calendar

DESK STYLE promotion folder of 1947 calendar, in rust color and white, has been distributed by WMBG Richmond, Va.

FM Brochure

A BROCHURE on FM is being compiled by the Radio Manufacturers Assn. of Canada for use by dealers. Booklet will provide simplified explanations of FM operation and what to expect from FM receivers. Committee in charge of preparing the brochure is headed by R. A. Hackbush, Stromberg-Carlson Co., Toronto.

WCCO Folder

CURRENT triple fold promotion piece of WCCO Minneapolis employs ski theme to deliver its novel-styled message of recent coverage data in that area.

PROMOTION PERSONNEL

DELORES VANCE, formerly of Seattle Times, has been made publicity director of KOMO Seattle.

GERALD M. MAYER, former member of NBC press department staff, has been appointed managing director, international division, Motion Picture of America Inc.

JAMES F. CLANCY, sales promotion manager at WTIC Hartford, retired Dec. 21 after 18 years with the station. He has aided in promotion of many civic activities, including annual WTIC - Hartford Courant Mile O'Dimes campaign which he has directed since it was first organized in 1941. He will act in advisory capacity for 1947 campaign. Staff members of WTIC honored Mr. Clancy with party Dec. 19 presenting him with a portable radio.

Mr. Clancy

MILDRED PARISETTE, former merchandising director of WFIL Philadelphia, has joined KEX Portland as assistant sales promotion manager. She previously worked in promotion under **TED OVERFELDER** recently appointed assistant director of advertising and promotion of ABC New York.

BILL BALLANCE, publicity director at KOA Denver is recuperating from an appendectomy and will soon return to work.

THE VOICE OF MISSISSIPPI
WJDX
1,000 N
5,000 D
JACKSON
N. B. C.

NEW BUSINESS IS UP 238%

Privilege tax collections in Mississippi are up to 238% of the 1939-40 average and 65% above the 1945 figures, according to the Mississippi Business Review. This tax increase reflects the new businesses and new payrolls that are within the state. Since new payrolls mean more buying power, alert advertisers will see that these figures add up to greater sales in Mississippi.

WJDX—the DOMINANT "Voice of Mississippi"—effectively, efficiently covers this growing market.

LAMAR LIFE INSURANCE COMPANY

KRUX Starts Jan. 15

KRUX Phoenix, new 250-w station on 1340 kc, is slated to begin operations Jan. 15 on a 'round-the-clock basis, Gene Burke Brophy, owner, announced last week. It will be the key station of a newly organized Radio Arizona regional network, composed of KRUX and two other Brophy stations now under construction at Yuma and Flagstaff. John D. Morgan, formerly of WIND Chicago and WLOL Minneapolis, is manager of the Radio Arizona stations. KRUX officials said the new Phoneix outlet will be Arizona's first 24-hour station and the first to carry newscasts on the hour day and night.

in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

WITH THE 10 TOP FOOD ADVERTISERS

ABC IS FIRST

NETWORK RADIO EXPENDITURES

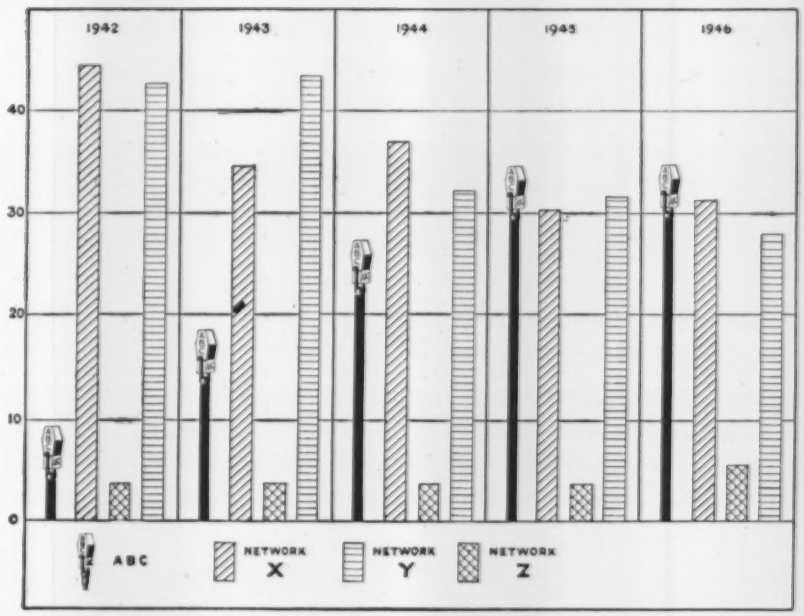
•

10 LEADING FOOD ADVERTISERS

•

1942-1946

PIB & Broadcasting Year-Book—1946



There's plenty of food for thought for all food advertisers in the chart shown above. Study it and you will see that today ABC is the No. 1 network with America's foremost food advertisers. During the past 5 years, total network radio expenditures of these 10 food advertisers have increased only 47%—but during that same period the share of their business placed with ABC has increased 450%!

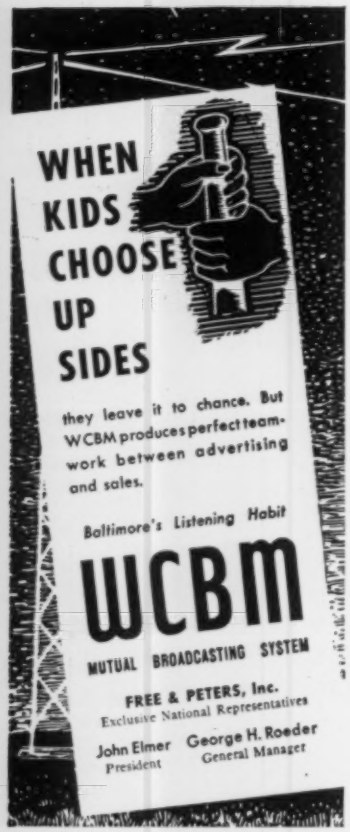
Why the big swing to ABC?

There are three particularly good reasons: **1. COVERAGE.** ABC now covers 172 of the 300 leading markets *from within*. In four years 84 new stations have been added in these markets; in 39 others, improvement of facilities was also effected. **2. INCREASED LISTENING.** In the year October 1945-1946 ABC was the only one of the three leading networks to increase its share of audience both in the daytime (up 34.6%) and nighttime (up 10%). **3. PROMOTION.** ABC's 238 stations do an all-out *local* promotion job on ABC's network programs.

If *you* have a product to mass sell to the American public, why not do as Kellogg, General Mills, Quaker Oats and others are doing—ship it to market via ABC, the American Broadcasting Company?

ABC American Broadcasting Company

A NETWORK OF 238 RADIO STATIONS SERVING AMERICA



SPONSORS

GEORGE R. STEGE Jr., former director of advertising and merchandising of the Pepsodent Co., has been appointed director of sales of Pepsodent Division, Lever Bros.

MARTIN GILLEN, general sales manager of Thomas J. Lipton Inc., Hoboken, N. J., has been elected a vice president of that firm.

ALBERT BROWN, former director of advertising and merchandising of Best Foods, New York, has been appointed vice president in charge of the advertising and merchandising divisions. **B. F. NELSON**, former director of purchases of the firm, has been named vice president in charge of purchasing.

LUCIEN LeLONG Inc., New York, has appointed Earl Ludgen & Co., Chicago, to handle national advertising for its perfumes and cosmetics.

CURTISS PUBLISHING Co., Philadelphia, has appointed BBDO New York, to direct the space advertising and promotion for Holiday Magazine effective Jan. 1. Appointment is in addition to the radio advertising for the magazine which the agency has been handling.

WILLIAM A. PLUDO, former vice president of Adam Hats, where he served for 17 years, has been elected president of Shirt Corp. of America, New York, in which capacity he will handle advertising, promotion and direction of a national sales force.

AMERICAN COFFEE Co., New Orleans (French market coffee and chicory), is starting three-weekly quarter hour spirituals and folk songs program over WNOE New Orleans. Plans include jumping to six-a-week and also airing feature from Mobile, Ala., outlet. Spots may be used to round out radio campaign. Radio Package Features, New Orleans, is doing script and production.

J. H. ANDREWS Ltd., Montreal (Absorbine Jr.), is to use an additional number of Canadian stations for one-minute transcribed spot announcement campaign early in the new year. Agency is J. Walter Thompson Co., Montreal.

MURINE Co., Chicago (eye drops), Jan. 6 starts transcribed spot announcement campaign in Canada on a country-wide list of stations. Agency is Cockfield Brown & Co., Toronto.

DWIGHT EDWARDS Co. of Canada, Vancouver, division of Safeway Stores (Dwight Edwards Coffee), Dec. 30 starts for 52 weeks quarter-hour five-weekly transcribed "Dr. Paul" on following Canadian stations: CJOR CJVI CFJC CKOV CFCN CJCA CKCK CFQC CKY. Agency is Ruthrauff & Ryan, San Francisco.

PIC MAGAZINE, New York, Dec. 22 sponsored the broadcast of the New York Yankees-Cleveland Browns professional football play-off game in Cleveland on six stations: WMCA WBNY WIND KLAC KYA WHKK. Stan Lomax described game on the special hook-up. Agency for Pic is William Warren Co., New York.

NETWORK ACCOUNTS

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive shave cream and Cue Dental), on Jan. 4 renews for 39 weeks "Share the Wealth" on 27 Trans-Canada network stations, Sat. 8:30-9 p.m., with repeat to Pacific region 11:30-12 midnight; on Jan. 1 renews for 39 weeks "The Happy Gang" (Vel, Palmolive Soap, Princess Flakes, Colgate toothpaste and powder) on 27 Trans-Canada network stations, Mon. thru Fri. 1:15-1:45 p.m. Agency: Spitzer & Mills, Toronto.

WHITEHALL PHARMACAL Toronto (Kolynos toothpaste, Anacin), on Jan. 7 renews for 39 weeks "Stars to Be" on 27 Trans-Canada network stations, Tues. and Thurs. 1:45-2 p.m. Agency: Young & Rubicam, Toronto.

INTERNATIONAL SILVER Co., Meriden, Conn. (flat silver), Jan. 5 for 52 weeks renews "Adventures of Ozzie and Harriet" on 147 CBS stations, Sun. 6-6:30 p.m. Agency: Young & Rubicam, N. Y.

AMERICAN MEAT Institute, Chicago, Jan. 14 renews for 26 weeks "The Fred Waring Show" on NBC Tues.-Thurs. 10-10:30 a.m. (CST). Agency: Leo Burnett Co., Chicago.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet products) on Jan. 7 renews "La Mine d'Or" on 7 CBC French network stations, Tues. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

STERLING DRUG Co., Windsor, Ont. (Bayer Aspirin) on Dec. 31 renews for one year "Secrets du Dr. Morhanges" on 3 CBC French network stations, Tues. 8-8:30 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

CARNATION Co., Toronto (Carnation milk) on Jan. 2 renews for one year "Le Quart d'Heure de Detente" on 7 CBC French network stations, Tues. and Thurs. 10:45-11 a.m. Agency: Baker Adv. Co., Toronto.

WOPI-FM on Air

FM AFFILIATE of WOPI Bristol, Tenn., WOPI-FM, is now on the air with test programs using temporary antenna and power of 1 kw on 96.9 mc. After first of year station will begin using regular antenna with full radiated power of 10.4 kw. WOPI-FM will serve about 3½ million persons. Transmitter is on Whitetop Mt., Va.

REL FM Meet

RADIO ENGINEERING LABS. will hold a four-day FM broadcast engineering clinic, dedicated to the improvement of commercial broadcasting through the correct use of FM, Jan. 23, at REL headquarters in Long Island City. Prof. E. H. Armstrong, inventor of FM; Paul A. deMars, who directed construction of Yankee Network's FM stations, now with Wilmotte & Co.; C. M. Braun, chief engineer of FCC FM Division; Stewart L. Bailey, Jansky & Bailey, radio engineering consultant, will speak at the session which will also include a high quality STL demonstration.

TECHNICAL

ALAN N. CORMACK, formerly of CBS Hollywood, has been appointed chief engineer of KQW San Francisco. He succeeds **KEN OWEN** who now is manager of KOLO Reno, Nev.

GLEN R. GLASSCOK, KOA Denver engineer, was sole initiate of the Denver NBC Ten Year Club when the annual dinner meeting was held Dec. 19. Mr. Glasscock joined KOA Jan. 1, 1936.

VERNON V. STORY, former operating engineer for Press Wireless, Hollywood, and following thirty months of war service with Army Airways Communications system, has joined WBCC Bethesda-Chevy Chase, Md., new station, as director of engineering.

WILLIAM SABO, who has been doing electronic research work in Detroit, has joined technical staff of WCAE Pittsburgh.

ORVILLE J. SATHER, engineer in charge of CBS television transmitters WCBS-TV and W2XCS New York, is the father of a boy, Robert Patton.

RALPH YARNELL, member of the engineering department of WIBG Philadelphia, is the father of a boy born Dec. 18.

IRA STEWART, operator of CFCY Charlottetown, P. E. I., has joined CBH Halifax, N. S.

MAXWELL F. L. CORKUM, recently out of the Royal Canadian Navy, has joined the operating staff of CBA Sackville, N. B.

O. R. SMITH, former operator of CBC Montreal, has joined CHML Hamilton, Ont., as chief engineer.

WAYNE JOHNSON, KFI Los Angeles research engineer, and June Coenenberg were married in Turlock, Calif., on Nov. 30, it was just revealed.

HENRY T. KEYES, chief engineer of KLO Ogden, Utah, on leave-of-absence, has arrived in Honolulu to assist in construction of KVPO, new 10,000 w station on 690 kc scheduled to go on the air in late January. **HOMER R. JOHNSON**, for two years chief engineer of WICA Ashtabula, Ohio, has joined KVPO in similar capacity. Pacific Frontier Broadcasting Co. is KVPO licensee.

Boost Night Rates

FIVE Westinghouse stations will increase their night base rates approximately 11%, effective Jan. 1. Stations at which the night base rates will be increased are: KDKA Pittsburgh, WBZ-WBZA Boston-Springfield, KYW Philadelphia, WOWO Fort Wayne. Other rates will be increased at all Westinghouse stations, it is understood. Current advertisers will be protected at present rates through Dec. 31, 1947.

"IBCing you" . . . in INDIANAPOLIS

See what BMB did to US!

Fifty-three counties daytime . . . thirty-nine counties nighttime. That's more than we would have claimed—so imagine our surprise! But it was no surprise when BMB confirmed our claims—based on mail counts—for INTENSIVE listening coverage in that compact group of counties comprising *the Indianapolis market.* Ask your John Blair Man. . . . HE knows.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

THE INDIANAPOLIS NEWS STATION

A Happy New Year!

OF BETTER SERVICE TO WGN LISTENERS AND ADVERTISERS

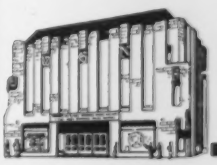
An aggressive program of expanded radio reception and facilities will be carried out by WGN in 1947. Our new television station, WGNA, will be in operation. Our new building will move towards completion with additional studio facilities. WGNB will continue to furnish FM listeners with top programming.

We look forward to a year of even greater service to the middle west and our advertisers.

A Clear Channel Station . . . . . Serving the Middle West

WGN

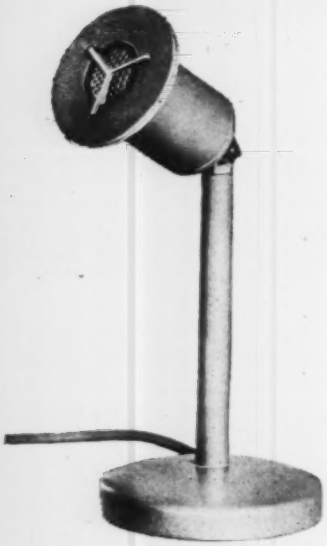
CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial



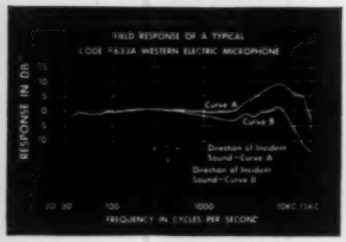
MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

Don't pass up the "Salt Shaker"



...When you're looking for high quality at low cost



Western Electric's 633 type "Salt Shaker" mike is a quality, dynamic (moving coil) instrument for studio, remote, or public address sound pick-up.

Small in size, rugged in construction and versatile in application, it responds to sounds approaching head on (curve A) and to sounds in the plane of the diaphragm and behind the mike (curve B). Mike men choose the approach angle to match high frequency response desired for each pick-up job. To reduce pick-up of sounds to rear of mike, slip on the Acoustic Baffle disk (8-B Transmitter Attachment) as illustrated.

For complete information on the "Salt Shaker," contact your local Graybar Broadcast Equipment Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Distributed by GraybaR
OFFICES IN 93 PRINCIPAL CITIES

Western Electric
— QUALITY COUNTS —

ACTIONS OF THE FCC

DECEMBER 20 TO DECEMBER 26

Dec. 20 Decisions . . .

BY COMMISSION EN BANC

FM Construction Permits

The following were authorized construction permits; conditions (Note: power given is effective radiated power; antenna height given is height above average terrain):

WMAS Springfield, Mass.—Class B; Channel: 96.7 mc (No. 244); 3.2 kw; 975 feet.

The Times Herald Co., Port Huron, Mich.—Class B; Channel: 102.3 mc (No. 272); 22 kw; 485 feet.

Wyandotte News Co., Wyandotte, Mich.—Class A; Channel: 104.7 mc (No. 284); 1 kw; 110 feet.

Independent Merchants Bcstg. Co., Minneapolis—Class B; Channel: 101.5 mc (No. 267); 34 kw; 410 feet.*

WMIN Bcstg. Co., St. Paul, Minn.—Class B; Channel: 100.9 mc (No. 265); 59 kw; 375 feet.

WHEB Portsmouth, N. H.—Class B; Channel: 97.7 mc (No. 249); 20 kw; 715 feet.

Palladium-Times, Oswego, N. Y.—Class B; Channel: 101.9 mc (No. 270); 2.6 kw; 425 feet.

St. Lawrence Bcstg. Corp., Ogdensburg, N. Y.—Class B; Channel: 100.3 mc (No. 262); 13.7 kw; 320 feet.

Radio Projects, Syracuse, N. Y.—Class B; Channel: 94.3 mc (No. 232); 8.5 kw; 690 feet.

Samuel R. Sague, Cleveland Heights, Ohio—Class A; Channel: 104.7 mc (No. 284); 1 kw; 250 feet.

The Ft. Hamilton Bcstg. Co., Hamilton, Ohio—Class B; Channel: 98.9 mc (No. 255); 6 kw; 235 feet.*

Sharon Herald Bcstg. Co., Sharon, Pa.—Class B; Channel: 102.9 mc (No. 275); 27 kw; 450 feet.*

*In lieu of previous details.

KRNT

That very highly Hooper-rated Sales-Results premeditated ABC affiliated Station in Des Moines

THE COWLES STATION in DES MOINES

Represented by
THE KATZ AGENCY

Greater Huntington Radio Corp. Huntington, W. Va.—Class B; Channel: 99.9 mc (No. 260); 53 kw; 560 feet.

TV—44-50 mc

Broadcasting Corp. of America, Riverside, Calif.—Granted CP for new station (Channel No. 1) 44-50 mc; visual power 1 kw; aural 1 kw; antenna 5132 feet.

AM—1340 kc

The Pittsburg Publishing Co., Pittsburg, Kan.—Granted CP for new station on 1340 kc, 250 w, unlimited time; engineering conditions.

AM—800 kc

The Lawrence Bcstg. Co., Lawrence, Mass.—Granted CP for new station on 800 kc, 1 kw, daytime only; engineering conditions.

AM—870 kc

Fred H. Whitley, Kannapolis, N. C.—Granted CP for new station on 870 kc, 1 kw, daytime only; engineering conditions.

AM—1050 kc

Washington County Bcstg. Corp., Johnson City, Tenn.—Granted CP for new station on 1050 kc, 1 kw, daytime only; engineering conditions.

Transfer of Control

KOMA Oklahoma City, Okla.—Granted consent to transfer control of KOMA from John Toole Griffin and his sister, Marjorie Griffin Leake, executors, to said parties in their individual capacity arising out of retirement of all the outstanding preferred voting stock.

AM—1340 kc

Snowy Range Bcstg. Co. and Voice of Wyoming, Laramie, Wyo.—Set aside action of Dec. 17 in granting application of Snowy Range Bcstg. Co. for new station to operate on 1340 kc, 250 w, unlimited time, and designated said application for hearing in consolidated proceeding with application of Voice of Wyoming for same facilities.

AM—970 kc

Radio Peoria, Peoria, Ill.—Denied petition requesting that its application for new station on 970 kc, 1 kw, DA unlimited time, be reconsidered and granted without hearing. The Commission on its own motion ordered that its order of May 24, 1946, be amended by deletion of issues 1 and 2.

Petition for Rehearing

WTCN Minneapolis—Adopted an order dismissing petition for rehearing directed against the Commission's decision and order of July 31, 1946, denying petitioner's application and granting WHB's application; ordered that the motion of WTCN to dismiss without prejudice the said application, was dismissed; and the motion of WTCN for waiver of Sec. 1.363 of the rules, was granted.

AM—1560 kc

Nonpareil Bcstg. Co., Council Bluffs, Iowa—Designated for hearing application for new station on 1560 kc, daytime only, in consolidated proceeding with applications involving nighttime operation on frequency 1560 kc; and further ordered that the Commission's order of Dec. 5, 1946, designating said unlimited time applications for hearing, be amended to include application of Nonpareil Bcstg. Co., and that so much of paragraph 3 of said order of December 5 as reads "section 307(d) of the Communications Act, as amended," be amended to read "section 307(b) of the Communications Act of 1934, as amended."

AM—1430 kc

The Capital Bcstg. Co., Annapolis, Md.—Designated for hearing (Comr. Jett voting to grant) application for new station on 1430 kc, 500 w, unlimited time, with DA for night use only.

AM—1270 kc

Arkansas Valley Bcstg. Co., Ft. Smith, Ark.—Designated for hearing application for new station to operate on 1270 kc, 1 kw, DA, unlimited time; further ordered that KTFI Twin Falls, Idaho, and KGCU Mandan, N. D., be made parties to the proceeding.

AM—1320 kc

Central Michigan Radio Corp., Lansing, Mich., and Farmers' Chemical Co., Kalamazoo, Mich.—Designated for hearing in consolidated proceeding applications for new stations on 1320 kc, 1 kw, unlimited time, DA night.

AM—1580 kc

McKinney Air Enterprises, McKinney, Tex., and Gainesville Bcstg. Co. Inc., Gainesville, Tex.—Designated for hearing in consolidated proceeding applications for new stations on 1580 kc, 250 w, daytime only.

AM—850 kc-860 kc

Kitsap G.I. Broadcasters, Bremerton, Wash., and East Side Bcstg. Co., Kirkland, Wash.—Designated for hearing in consolidated proceeding application of Kitsap G.I. Broadcasters for new station at Bremerton, Wash., on 850 kc, 1 kw, daytime only, with application of East Side Bcstg. Co. for new station at Kirkland, Wash., on 860 kc, 250 w, daytime only.

AM—1340 kc

The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio, and Mound Bcstg. Corp., Newark, Ohio—Designated for hearing in consolidated proceeding applications for new stations on 1340 kc, 250 w, unlimited time, at respective locations.

AM—1410 kc

WCOE Inc. and Frank Mitchell Farris Jr., Nashville, Tenn.—Designated for hearing in consolidated proceeding applications of WCOE Inc. for new station on 1410 kc, 5 kw, unlimited time, DA with application of Frank Mitchell Farris Jr., seeking same facilities except 1 kw power.

AM—1270 kc

KTFI, Radio Television Corp., Medford, Ore.—Designated for hearing in consolidated proceeding applications of KTFI to change facilities from 1270 kc, 1 kw, 5 kw-LS, unlimited, to 1270 kc, 5 kw, unlimited time, DA night, with application of Radio Television Corp. for new station at Medford, Ore. to operate on 1270 kc, 5 kw, unlimited time, DA night.

AM—1490 kc

Seminole Bcstg. Co., Wewoka, Okla.—Designated for hearing application for new station on 1490 kc, 250 w, unlimited time; further ordered that KBIX Muskogee, Okla., be made party to proceeding.

AM—840 kc

Lamar A. Newcomb, Falls Church, Va., and Rock Creek Bcstg. Corp., Washington, D. C.—Designated for hearing in consolidated proceeding applications of Lamar A. Newcomb for new station at Falls Church, Va., on 840 kc, 250 w, daytime only, with application of Rock Creek Bcstg. Corp. for new station at

(*Continued on page 62*)

KDKA

1947

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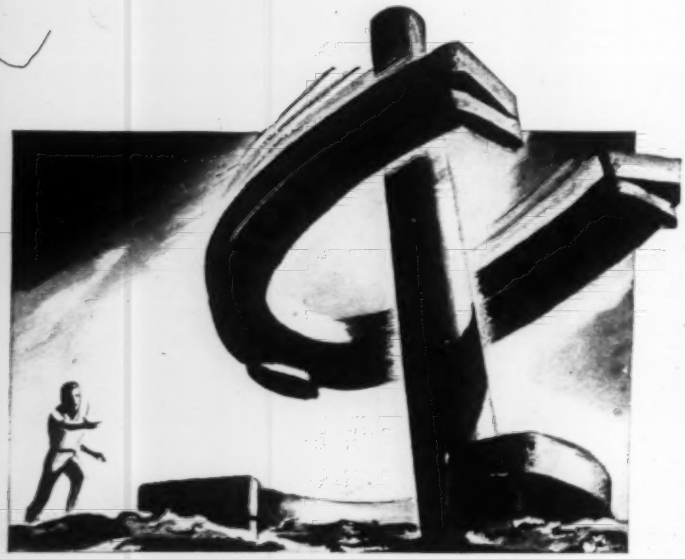

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Showmanship Control
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FCC Actions

(Continued from page 60)

Decisions Cont.:

Washington, D. C., seeking same frequency with 10 kw power, daytime only, employing DA.

AM—1170 kc

Robert E. Liverance, Gaffney, S. C., and Mid-Carolina Bcstg. Co., Salisbury, N. C.—Designated for hearing in consolidated proceeding application of Robert E. Liverance for new station at Gaffney, S. C., on 1170 kc, 250 w, daytime only, with application of Mid-Carolina Bcstg. Co. for new station at Salisbury, N. C., seeking same frequency with 1 kw power, daytime only.

AM—1490 kc

Enid Bcstg. Co., Enid, Okla.—Designated for hearing application for new station to operate on 1490 kc, 250 w, unlimited time.

AM—940 kc

Rose Capital Bcstg. Co. and Blackstone Bcstg. Co., Tyler, Tex.—Designated for hearing in consolidated proceeding applications for new stations on 940 kc, 250 w, daytime only.

AM—1230 kc-1240 kc

Weber County Service Co., Ogden, Utah, and Oral J. Wilkinson, Murray, Utah—Designated for hearing in consolidated proceeding application of Weber County Service Co. for new station at Ogden, Utah, on 1240 kc, 250 w, unlimited, with application of Oral J. Wilkinson for new station at Murray, Utah, on 1230 kc, 250 w, unlimited time; further ordered that KOVO Provo and KVNU Logan, Utah, be made parties to proceeding.

AM—1240 kc

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—Designated for hearing application for new station on 1240 kc, 250 w, unlimited time.

Dec. 20 Applications . . .

ACCEPTED FOR FILING

AM—1050 kc

WGAY Silver Spring, Md.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna.

AM—1050 kc

WGAY Silver Spring, Md.—Modification of CP which authorized new standard station, to change type of transmitter, make change in the vertical antenna and mount FM antenna on top of AM tower.

AM—1230 kc

WNEB Worcester, Mass.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WCTC New Brunswick, N. J.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1450 kc

WCTC New Brunswick, N. J.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—550 kc

WGR Buffalo, N. Y.—License to operate auxiliary transmitter of station on a regular basis.

AM—550 kc

WGR Buffalo, N. Y.—License to operate main transmitter of station on regular basis.

AM—690 kc

WCYB Bristol, Va.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WROV Roanoke, Va.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1210 kc

Radio Springfield, Springfield, Ohio—CP for new standard station to be operated on 940 kc, power of 1 kw and daytime only hours of operation—AMENDED: to change frequency from 940 to 1210 kc, change power from 1 kw daytime to 250 w daytime and change type transmitter.

FM—Unassigned

WFRO Fremont, Ohio—License to cover CP which authorized new FM station.

AM—1450 kc

KGRH Fayetteville, Ark.—License to cover CP as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

WRBL Columbus, Ga.—Authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

A. C. Neff, Savannah, Ga.—CP for new FM (Class B) station on frequency to be determined by chief engineer of FCC—AMENDED to specify ERP: 12.549 kw; height above average terrain as 350 feet; and change transmitter location.

AM—930 kc

WRRF Washington, N. C.—License to cover CP as modified, which authorized increase in power and installation of new transmitter and authority to determine operating power by direct measurement of antenna power.

AM—1140 kc

KORC Mineral Wells, Tex.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KAWT Douglas, Ariz.—License to cover CP as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1540 kc

Hollywood Community Radio Group, Los Angeles, Calif.—CP for a new standard station to be operated on 1540 kc, power of 5 kw and daytime only hours of operation—AMENDED: re stockholders.

AM—1340 kc

KIST Santa Barbara, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

KSYC Yreka, Calif.—Modification of CP which authorized new standard station, for approval of antenna and approval of transmitter location and to change studio location.

AM—1340 kc

KLIX Twin Falls, Idaho—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

KOAT Albuquerque, N. M.—License to cover CP as modified, which authorized new standard station and to change studio location and authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Hinson Memorial Baptist Church, Portland, Ore.—CP for new FM (Class B) station to be operated on frequency to be assigned by FCC, ERP: 1459 w.

AM—1430 kc

KBRC Mount Vernon, Wash.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

"Wouldn't it be terrible if you hadn't heard that WFDF Flint jeweler's ad?"

Applications Tendered for Filing:

AM—620 kc

WKAQ San Juan, P. R.—CP to install directional antenna for day and night and move studio location, operating on 5 kw.

AM—630 kc

Lester Lee May, San Antonio, Tex.—CP for new standard station to be operated on 630 kc, 5 kw, unlimited hours of operation and directional antenna for day and night use.

AM—930 kc

Aberdeen News Co., Aberdeen, S. D.—CP for new standard station to be operated on 930 kc, power of 1 kw, unlimited hours of operation and directional antenna for day and night use.

AM—1370 kc

American Pacific Radio Bcstg. Co., Redlands, Calif.—CP for new standard station to be operated on 1370 kc, power of 500 w and unlimited hours of operation.

Dec. 23 Decisions . . .

BY COMMISSIONER DURR

Burbank Broadcasters, Burbank, Calif.—Granted petition for leave to amend application so as to show revised figures on estimated monthly operating revenue and expenses, etc.

KVCA Tucson, Ariz.—Granted petition for leave to intervene in the hearing on application of Texoma Bcstg. Co.

WCPO Cincinnati, Ohio—Dismissed as moot WCPO petition for leave to intervene in the hearing upon application of Standard Tobacco Co., Maysville, Ky.

Rochester Bcstg. Co., Rochester, Minn.—Granted petition for leave to amend its application so as to specify 970 kc with DA day and night, instead of 920 kc. Amendment was accepted and application removed from hearing docket.

Lee-Smith Bcstg. Co., Faribault, Minn.—The Commission, on its own motion, removed application from the hearing docket.

Abe B. Harris, Ruston, La.—Granted petition to dismiss without prejudice application for CP.

Ruston Bcstg. Co., Ruston, La.—Dismissed as moot petition requesting that the hearing record in the consolidated proceeding involving its application and that of Abe Harris, et al, be closed.

Abe B. Harris, Ruston, La.—Dismissed as moot petition of Abe B. Harris for waiver of Sec. 1.387 of rules. Also dismissed as moot petition of Harris requesting a 60-day continuance of the consolidated hearing in re his application and that of Magnolia Bcstg. Co., et al.

WGBS Miami, Fla.—Granted petition insofar as it requests leave to amend application so as to specify 10 kw at night instead of 50 kw; show change in transmitter site; and a modified nighttime DA array. Insofar as petition requests removal of application from hearing docket, it is denied.

Cherry & Webb Bcstg. Co., Providence, R. I.—Granted petition for leave to amend its application for a new FM station so as to correct the geographical coordinates for the proposed transmitter site.

Community Bcstg. Co., Toledo, Ohio—Granted petition for waiver of Sec. 1.387 of the rules and accepted petitioner's late appearance in re application.

Unity Corp. Inc., Mansfield, Ohio—Dismissed as moot petition requesting leave to amend its FM application so as to specify additional engineering information, etc.

KMAC San Antonio, Tex.—Granted petition for waiver of Sec. 1.387 of the rules and accepted petitioner's written appearance, in re application.

KWKW Pasadena, Calif.—Granted petition for leave to intervene in the hearing on applications of San Fernando Valley Bcstg. Co., and Calif. Bcstg. Co.

WGRC Louisville, Ky.—Granted petition for leave to amend its application so as to substitute Exhibit 20 B for 20 A to show new antenna site.

WLIB Brooklyn, N. Y.—Dismissed petition requesting dismissal without prejudice of its application for a FM station. Granted petition requesting dismissal without prejudice of its television application.

Sarkes Tarzian, Bloomington, Ind.—Granted petition for waiver of Sec. 1.387 of the rules and accepted petitioner's written appearance in re application.

Okla. Press Pub. Co., Muskogee, Okla.—Granted petition for waiver of Sec. 1.387 and accepted petitioner's written appearance in re applications.

Northern Ohio Bcstg. Co., Lorain, Ohio—Granted petition requesting leave to amend its application so as to show addition of new stockholders, etc.

WHKK Akron, Ohio—Granted petition requesting leave to intervene in consolidated hearing upon application of Capital Radio and Heart of Ohio.

KAW Bcstg. Co., Topeka, Kan.—Granted petition requesting leave to amend its application so as to specify daytime operation only instead of unlimited; change power from 1 kw to 500 w. Amendment was accepted and application removed from the hearing docket.

Mich. Bcstg. Co., Battle Creek, Mich.—Granted request for leave to take depositions in re its application and that of Booth Radio Stations, et al.

KWBU Corpus Christi, Tex.—The Commission, on its own motion, continued without date until further order of the Commission, the hearing on KWBU application now scheduled for Jan. 13, 1947.

WJR Detroit, Mich.—Denied petition requesting leave to intervene in the consolidated hearing upon applications of Publix Bcstg. Service of Charlotte and Capitol Bcstg. Co.; exceptions noted by counsel for petitioner.

Voice of Borger, Borger, Tex.—Granted petition for leave to amend its application so as to specify Amarillo, Tex. as the location of proposed station instead of Borger; and change name of the applicant partnership to Voice of Amarillo, etc.

Hirsch Battery & Radio Co., Cape Girardeau, Mo.—Granted petition for leave to amend its application so as to specify a new transmitter site; show revised engineering information, etc. Amendment was accepted and application as amended removed from hearing docket.

Contra Costa Bcstg. Co., Richmond, Calif.—Granted petition requesting leave to amend its application so as to correct site of main studio to Nicholl Nob, Richmond, instead of San Pablo Island, Calif.

KONO Mission Bcstg. Co., San Antonio, Tex.—Granted petition requesting continuance of hearing presently scheduled for Jan. 6, 1947, in re and continued same to March 3, 1947, at Washington, D. C.

Elgin Bcstg. Co., Elgin, Ill.—Granted petition for leave to intervene in the hearing upon application of The La Salle County Bcstg. Co.

Scenic City Bcstg. Co., Middletown, R. I.—Granted petition requesting removal from the hearing docket of application. (Action taken 12-17.)

San Gabriel Valley Bcstg. Co., Monrovia, Calif.—Granted petition for leave to amend its application so as to show an estimated monthly revenue of $7500, etc., and amendment was accepted. (Action taken 12-13.)

Hollywood Community Radio Group, Gardena, Calif.—Granted petition for leave to amend its application so as to show addition of 46 minor stockholders to the corporation, etc. (Action taken 12-13.)

(Continued on page 64)

PHILADELPHIA'S No. 1 Disc Jockey

Doug Arthur with Danceland

10,000 Watts WIBG

REPRESENTED Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

3 WORCESTER GAINS 1st OF IMPORTANCE

● **Bank Debits**

Bank debits in Worcester for the first 10 months of 1946 increased 13.3% over a similar period in 1945. According to the Federal Reserve Bank figures this was the greatest gain of any city in New England, a positive indication that business keeps booming in Worcester.

● **Increase in Department Store Sales Leads New England**

Worcester is also a New England high spot in department store sales. Compared with a 1946 index of 100, department store sales in this New England metropolis, Jan. to Aug. of 1946, skyrocketed to 126, another top figure among all major New England cities.

● **Retail Trade Index Highest in New England**

Per capita retail sales in 1945 zoomed to new heights in Worcester — $777 as compared to the nation's $550. Food purchases were 38% above the national average.

●

These gains, of prime importance to advertisers, reflect the year 'round industrial activity in this rich Central New England $300,000,000 market. Go after your share of bonus sales in this beehive of prosperity through WTAG, the station with more listeners than all other stations heard in the area combined.

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WTAG

PAUL H. RAYMER CO.
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BASIC CBS

WTAG-FM

WORCESTER

580 KC
5000 WATTS

AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE

Worthy of an Engineer's Careful Consideration

Langevin's 108-C amplifier has TWO input channels, each with an independent volume control.
Channel A provides 63 DB gain from a 600 Ohm source, and 43 DB on bridging connection. Channel B has a pre-amplifier stage and provides 103 DB gain to operate a low level talk back microphone. Output impedance: 8 and 500 Ohms. Output power: 20 watts.
When desired for monitoring purposes only, this amplifier can be obtained with a single input — channel A.
Write Dept. A-1 for complete specifications.

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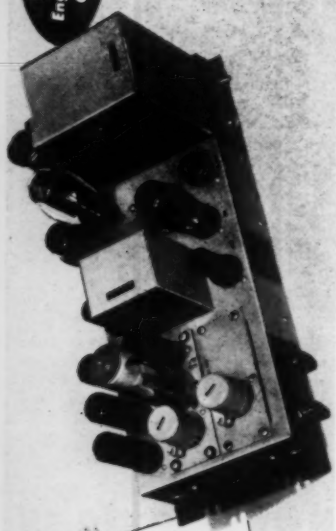


MONITORING AMPLIFIER BY Langevin

FCC Actions

(*Continued from page 63*)

Dec. 24 Decisions . . .

BY THE SECRETARY

WRFS Alexander City, Ala.—Granted modification CP which authorized new station, for approval of antenna, change type transmitter, and approval of transmitter location; conditions.

W9XJN Riverside, Ill.—Granted license to cover CP which authorized new developmental station, on an experimental basis only; conditions.

WMBC Macon, Miss.—Granted modification CP which authorized new station, for extension of completion date to 2-22-47.

WGWR Asheboro, N. C.—Granted modification CP which authorized new station, for approval of antenna, to change type transmitter, for approval of transmitter location, and to specify studio location as 303 E. Salisbury St.; conditions.

WHPE High Point, N. C.—Granted modification CP which authorized new station, for approval of antenna, to change type transmitter, approval of transmitter location; conditions.

WFOX Milwaukee, Wis.—Granted license to cover CP which authorized new station on 860 kc, 250 w, daytime; subject to condition that permittee agrees to take any steps necessary to avoid objectional interference caused by proximity of the towers of WFOX and WEMP; conditions.

WJJM Lewisburg, Tenn.—Granted modification CP which authorized new station; to change antenna location, change transmitter and extend completion date to 2-10-47, and make changes in antenna and ground system.

WCIL Carbondale, Ill.—Granted modification CP which authorized new station, to change type of transmitter.

KVKM Monahanna, Tex.—Granted modification CP which authorized new station, for approval of antenna, to change type of transmitter and to change studio location to 317 S. Hexie St.

WPDQ Jacksonville, Fla.—Granted modification CP for extension of completion date to 3-15-47.

Harris County Broadcast Co., Portable-Mobile, area of Houston, Tex.—Granted CP for new relay station; conditions.

KTYL Mesa, Ariz.—Granted modification CP to change type of transmitter.

WHEC Rochester, N. Y.—Granted modification CP for extension of completion date to 1-7-47.

WASL Annapolis, Md.—Granted modification CP to change type of transmitter.

WIUV Madison, Wis.—Granted modification CP to change type of transmitter and to make changes in antenna system.

W3XOL Wheaton, Md.—Granted modification CP to change completion date to 6-3-47.

W2XNG New York, N. Y.—Granted license to cover CP for new experimental television relay station, on an experimental basis only; conditions.

KFPW Ft. Smith, Ark.—Granted CP to make changes in antenna and mount FM antenna on top of AM tower.

WMBH Joplin, Mo.—Granted CP to increase antenna height and install FM antenna.

WLEE Richmond, Va.—Granted CP to make changes in vertical antenna and mount FM antenna on top.

WSAU Wausau, Wis.—Granted modification CP for extension of completion date to 2-15-47.

WJRI Lenoir, N. C.—Granted modification CP which authorized new station, for approval of antenna, approval of transmitter location, and change studio location to 107 West Ave.

KFVD Los Angeles—Granted modification CP for extension of completion date to 1-15-47.

WWCK Flint, Mich.—Granted modification CP to change type of transmitter.

WCHV Charlottesville, Va.—Granted CP to install new transmitter.

WNOK Columbia, S. C.—Granted modification CP for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location as 921 Huger St.; conditions.

WCLE Clearwater, Fla. — Granted modification CP which authorized new station, for approval of antenna and transmitter location, and to specify studio location as Legal Bldg.; conditions.

WATX Ann Arbor, Mich.—Granted modification CP for extension of completion date to 6-16-47.

WAAM Baltimore, Md.—Granted modification CP to change transmitter location, to make changes in antenna system, and extension of commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

FCC Correction

In report of Nov. 7 the notation showing renewal of remote pickup license for WAOE, Martin R. O'Brien, was inadvertently included. And in report dated Dec. 12, the item showing renewal of remote pickup station license for WAXL, Jonas Weiland, also was inadvertently included.

PROPOSED DECISIONS

Mount Vernon Radio and Television Co., Mount Vernon, Ill.—Proposed to grant application for new standard station to operate on 940 kc, 1 kw, daytime only and to deny application of Midwest Bcstg. Co. seeking same facilities.

Peoria Bcstg. Co., Peoria, Ill.—Proposed to grant Class B FM station with frequency of 92.7 mc (Channel 224), antenna 500 feet, 20 kw, conditions.

Mid-State Bcstg. Co., Peoria, Ill.—Proposed to grant Class B FM station with frequency of 92.3 mc (Channel 222), 10 kw, 310 feet antenna.

Central Illinois Radio Corp., Peoria, Ill.—Proposed to grant Class B FM station with frequency of 93.1 mc (Channel 226), 20 kw, antenna 500 feet; conditions.

Illinois Valley Bcstg. Co., Peoria, Ill.—Proposed to grant Class B FM station with frequency of 93.5 mc (Channel 228), 56 kw, antenna 330 feet; conditions.

Radio Peoria and West Central Bcstg. Co., Peoria, Ill.—Proposed to be denied applications for FM stations.

Green Bay Bcstg. Co., Green Bay, Wis.—Proposed to grant application for new standard station on 1400 kc, 250 w, unlimited time; conditions. At same time application for Green Bay Newspaper Co. for same facilities is proposed to be denied.

East Tennessee Bcstg. Co., Knoxville, Tenn.—Proposed to grant application for new standard station on 1340 kc, 250 w, unlimited time; conditions. At same time application of Smoky Mountain Bcstg. Co. for same facilities is proposed to be denied.

Dec. 24 Applications . . .

ACCEPTED FOR FILING

AM—950 kc

WWJ Detroit—CP to install new transmitter, directional antenna for night use and change transmitter and studio locations.

FM—Unassigned

Roy C. Kelley, Ray M. Veenstra and George S. Norcross, a partnership, d b as KVN Co., Grand Rapids, Mich.—CP for new FM (Class B) station on frequency to be assigned by FCC, ERP: 254.1 kw.

AM—1230 kc

WTNT Augusta, Ga.—Modification CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

AM—1450 kc

WILX Wilkesboro, N. C.—Modification CP which authorized new standard station, to change type of transmitter.

FM—Unassigned

Enid Radiophone Co., Enid, Okla.—CP for new FM (Class B) station on frequency to be assigned by FCC, ERP: 1569 w.

FM—Unassigned

Plains Radio Bcstg. Co., Lubbock, Tex.—CP for new FM (Class B) station on

(*Continued on page 70*)

how rich is a radio station?

As rich as its earning power...or its bank account? Hardly. As rich as the total number of people who listen to it? Nearly—but not quite.

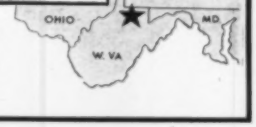
The true measure is the wealth-producing power of the communities it serves...and the excess, spendable income the people in those communities have.

Monongahela Valley—WMMN's own backyard—has immense natural resources, developed by some of America's biggest industrial enterprises. Coal, glass, porcelain, oil, gas, timber, agriculture...these assure a spendable income of more than $600,000,000 each year among the families who know—and regularly listen to—WMMN.

WMMN helps shape the buying habits of over a million people who prosper because of Monongahela's great natural wealth. It's a rich station in a valley of plenty—and ready to help advertisers share its riches.

WMMN

Fairmont, W. Va.
At the Corner of Four States
Ask a Blair Man
CBS—5,000 Watts



A FORT INDUSTRY STATION

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

Leaders See

(Continued from page 40)

unt for radio attracts many oth-s of its type. 1947 should be a od business year for small mar-t stations (less than 5000 w in ies of 50,000 population or un-r). By mid-1947 we should have 00 such stations in the nation. ere were 864 as of Dec. 1, 1946.

* * *

FRANK OXARART

President-Mgr.,
Frank Oxarart Co., Los Angeles

IS my belief that the much-eralded recession started some eeks ago. Full recovery from the aotic state incurred by reconver-an problems cannot be expected for a good many months. However, I do not believe that we have at hand the physical or economic factors to cause a depression. Employment today is at an all-time high, and it can take as long as five years for ci-ilian production to catch up with e demand. I look for business to art out on a sound basis in the rst 60 days of 1947 and gradu-lly gain momentum, but not reach s full stride until well into the ear. We plan no budget cutting. ur clients are going to spend be-ween 60 and 65% more on radio dvertising in 1947 than they did 1946. Approximately 50% of ur radio budget for 1947 has been t aside for national spot radio, ith similar percentage going to etwork.

Mr. Oxarart

* * *

I. E. (CHICK) SHOWERMAN

V. P. and Gen. Mgr.,
NBC Central Division

E ARE coming to the close of a fficult year, and if there were ly one bright memory I think it ould be the faith and confidence f the American advertiser and e American radio industry in the merican scheme of things. No recent year has produced tougher obstacles or discouragements.

But there is always a challenge in a new year if for no other reason than that it is new. I foresee no immediate panacea for the ills of 1946 but I am very hopeful that much of this year's unrest will be alleviated. With a growing availability of materials, vastly greater quantities of consumer goods should be made. This in turn should mean more advertising. At the same time costs continue to rise and this factor may be reflected in the broadcasters' income. I believe there will be plenty of business in 1947, but I am certain it can be had only through hard, factual selling.

* * *

HARRY R. SPENCE

Gen. Mgr., KXRO Aberdeen, Wash.

PROVIDED management and labor smooth out their difficulties and there are no crippling strikes, we believe 1947 will be a great year for business. The need for goods of all kinds is apparent and once American industry gets in high gear bulging warehouses and overflowing shelves will bring prices to the proper level. Radio advertisers will play an important role in keeping merchandise on the move.

* * *

E. M. FINEHOUT

V. P. in Charge of Sales and Advtg., Los Angeles Soap Co.

THE Los Angeles Soap Co. carried a substantial radio schedule during 1946, despite the fact we were in short production on all our products. It is our plan to continue radio advertising on approximately the same basis during 1947. The bulk of our advertising "over the ether" is on network programs. Approximately 80% of our radio time is devoted to network programs, 20% to regional spot announcements. Business during 1947 will, in my opinion, show no appreciable slowdown. There may be some leveling off, in some fields, true, but in general industry is geared to function on a sound and substantial basis. The release of many materials will open the flood gates of the production of essentials the consumers have long been hungering for. The building of new homes and plants should give impetus to employment and should constitute one of the major enterprises. Despite some setbacks, business will not falter.

Mr. Finehout

* * *

FRANK REED

Radio Director, Hill Blackett & Co.

AUTOMOTIVE and household appliances should show biggest increases in radio time.

LOU HOLZER

Mgr. Director, Radio Div., Lockwood-Shackelford Adv. Co.

IN THE face of "recession" babble among the pseudo sages of Radio Row, the industry continues to bear rich fruit and drop new seed. Witness the impasse in spot buying alone. Today, local hundred watters bellow "Full Up!" and smile satanically where yesterday they pecked at crumbs.

Mr. Holzer

Our own billing for 1947 shows a strong increase over 1946 with a 20% rise in national spot and network business. And the year is just in rubber pants. The California picture, with new highs on industry charts, a sky-rocketing census, and an influx of Eastern business, points to a 1947 packed with plenty. Let's roll up our sleeves!

* * *

E. R. BORROFF

V. P., ABC Central Division

BIGGEST increase in revenue will be in national business. We believe it will be in excess of 10%. 1946 was about the same as 1945 because of problems of business and manufacturing readjustment. More advertising dollars will be spent in 1947 and better stations should hold their own with new stations. Yes, increase in budget for 1947 for ABC Central Division. We expect to go into television and FM so increase should be anticipated. Cost over $1,000,000 to operate Central Division in 1946. Should go to $1,500,000 in 1947. I think business prospects for 1947 look very good. It took some time to readjust but release of price ceilings and better labor conditions should encourage both production and purchasing power. As for network revenue our new rate card provides more elasticity for new advertisers. A 2½% reduction in discounts will help to increase network revenue. Radio is far and above all other media in cost per listener, despite increased competition from other media.

* * *

HUBBELL ROBINSON JR.

V. P. in Charge of Radio, Foote, Cone & Belding

BACK as far as VJ Day, the "viewers with alarm" began to predict that radio, as an advertising medium, had some lean days ahead. Last spring there was a flurry of cancellations and the soothsayers had a moment of triumph. But it was only a moment. The vacancies were filled almost as quickly as you could say "Hooper."

There seems to be no predictable reason to believe that there is going to be any major change in the

(Continued on page 66)

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

Leaders See

(*Continued from page 65*)

near future. Have you tried to buy any time lately?

As a medium, radio has made its case too well to suddenly cease to be an important factor in the planning of advertisers' selling products for mass consumption on a national scale.

What is happening, however, it seems to us, is that advertisers and their agencies are looking more and more sharply at talent costs. This does not mean that shows whose budgets run into five figures are headed for the ash-heap. It does mean that such shows have got to deliver circulation in proporton to their costs. Some of the shows which represent the largest dollar expenditure are, nevertheless, cheapest because they deliver enough circulation so that the cost per thousand homes reached is cheap. Everybody knows that. But shows which cost that much money are going to have to deliver that kind of circulation. The time is here when $500 writers are again going to get $500, not $1,000. And singers whose fees and ability to contribute to increased ratings are out of line are going to be brought back into line. The prices paid for properties, rights, free-lance directors and all the other elements which add up to total costs are going to have to bear a more appropriate relation to total results.

A dollar is again a dollar.

It seems to us that this is a healthy thing. It is going to mean a lot more head scratching. It is going to mean a lot more people are going to have to use imagination, resourcefulness and skill to get audiences instead of simply buying them.

We see no reason to believe that radio, as an advertisng medium, cannot continue to thrive and grow. The changes are going to come in the practice of using it; using it so that it is more efficient, more economical and because of that enlarges its right to a larger share of the total advertising dollar. That can be done but we have to prove it.

Radio is on its own.

* * *

RAY AVERY

V. P. and Radio Director, Ronalds Adv. Agency, Toronto

THERE will be more careful buying of time on stations in 1947, and unless it is impossible to get good time, there will be no switching of radio advertising to other media among our advertisers. We anticipate an increase of about 10% in advertising expenditures, but with radio production costs up, there will likely be less actual advertising. Present indications are that radio advertising will be about the same as in 1946.

Mr. Avery

* * *

GUY F. HERBERT

Manager, All-Canada Radio Facilities Ltd., Toronto

BUSINESS on All-Canada stations increased about 10% over 1945 in 1946, and we look to holding this level in 1947. Many stations are now at peak or completely sold out. We feel we can maintain our own, despite any increase in newsprint availability. Our operating expenses are up with increases in power for a number of stations. It is easier to obtain good men now to operate the stations, and with salary controls off we expect to meet salary increases long needed.

Mr. Herbert

* * *

EDDIE GOULD

Radio Director, McConnell, Eastman Co., Toronto

WE EXPECT to spend about the same amount on radio advertising for our clients in 1947 as in 1946, with about half going into network and half into national spots. Our clients do not plan to change ratio of media expenditures. We expect to add some stations on some shows, in view of a growing competitive market for an increasing amount of consumer goods now starting to reach the market. The need for advertising will become more insistent during the coming year.

* * *

WILLIAM B. WAY

V. P. and Gen. Mgr., KVOO Tulsa

We are in a terrifically unbalanced economy—higher wages—less output per man hour—which keep getting further and further apart, and until we go through a real adjustment period the public will be priced out of the market. Take the salaried white collar worker — he is saddled first with high taxes—no salary increase comparable with living costs—so he is really out of the durable goods market now. We are definitely looking into a fog.

Mr. Way

* * *

WILLIAM McGUINEAS

Commercial Mgr., WGN Chicago

RADIO has arrived where costs are competitive with other media. Radio must remain least expensive media of reaching mass public. Must use more factual material in creating selling. Must attract other advertisers besides food and drugs. Radio has been weak on automotive and appliance advertising. Research will be more important in 1947 than ringing door bells.

* * *

JOHN OUTLER

General Manager, WSB Atlanta

1947 WILL be a year in which broadcasting will be given the acid bath by advertisers. The only inducement which a station can offer is its capacity to move merchandise effectively and economically and stations must prosper on that basis alone. Management which is will-

(*Continued on page 73*)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements — at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE ELECTRONICS
1031 N. ALVARADO • LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
8317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

Complete Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 1129 Vermont Ave., N.W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

J. B. HATFIELD
CONSULTING RADIO ENGINEER
936 35th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

ED BERLIANT
AM, FM Transmitter and Tower Installations. Field Measurements, Construction, Supervision, Business Services.
Chamber of Commerce Bldg.
Atlanta 3, Ga. VErnon 7003

A. R. Bitter
CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

Barclay & Saxon
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 12,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

Excess Insurance Covering
LIBEL and SLANDER
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
983 National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
Consulting Radio Engineers
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D.C.
Decatur 1234

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

MAY and BOND
CONSULTING RADIO ENGINEERS
★ ★ ★
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

HAROLD B. ROTHROCK
Consulting Radio Engineer
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

GARO W. RAY
Consulting Radio Engineer
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2468
Instruments and Measurements

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

OUR 18TH YEAR
Herbert L. Wilson
Consulting Radio Engineers
1018 Vermont Ave., N.W. NA. 7161
Washington 5, D.C.
1000 No. Seward St. HO. 6321
Hollywood 38, Calif.

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

CONSULTING
RADIO ENGINEERS
DIXIE B. McKEY
&
ASSOCIATES
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MIchigan 2261

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

John Creutz
Consulting Radio Engineer
319 Bond Bldg. REpublic 2151
Washington, D. C.

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

WILLIAM E. BENNS, JR.
Consulting
Radio Engineer
830 Gregg Street
Columbia, South Carolina
Phone 7342

H. V. Anderson
—AND ASSOCIATES—
• Consulting Radio Engineers
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

F A M M
NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd.
Oshkosh, Wisc.
Ph: Blackhawk 22

PREISMAN & BISER
CONSULTING RADIO ENGINEERS
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C.—ADams 7299

SINGLETON AND BARNARD
Consulting Radio Engineers
AF FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

GRETHER RADIO ELECTRONICS CORP.
Julius L. Grether — William P. Grether
118 BROOKE AVENUE
NORFOLK 10, VIRGINIA
Phone Norfolk 26511—Nights 24408
CONSULTING RADIO ENGINEERS
AM INSTALLATION SPECIALISTS FM

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
including appraisals, market studies, program policies.
Little Building Boston 16, Mass.
Hancock 4943

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

PROGRAMS

SERIES of weekly contests offering popular record albums as prizes is being conducted as feature of "1480 Club," afternoon record show heard 4-4:45 p.m. WHBC Canton, Ohio. For past three weeks, Announcer Jim Roberts has been giving brief sketches of mystery personalities. Fifteen listeners who identified them were awarded record albums. Nature of contest changes from month to month. Each weekly contest opens on Monday and closed following Thursday at midnight. On Friday five winners are announced on "1480 Club."

Forum Essay Contest

AN ESSAY contest on the subject "Why World Trade Interests Me," is being sponsored by the Foreign Trade Council of Newark, N. J., Chamber of Commerce, in cooperation with the WAAT Newark weekly "Rutgers U. Forum-of-the-Air." Open to high school students, college undergraduates and industrial-commercial employes who are residents of northern New Jersey, the contest is "To encourage interest by young men and women in world trade and international affairs." The Foreign Trade Council will award a grand prize for the best essay in all classes with the winner broadcasting his essay on WAAT-Rutgers forum program of Feb. 25.

New Sports Feature

COMBINATION audience participation and quiz constitutes format for new half-hour sports program Saturday mornings on WCAU Philadelphia. Produced by Bill Campbell, WCAU sports director, the program, called "Time Out With Bill Campbell," features members of 14 boys clubs in and around Philadelphia in addition to weekly guest stars from college and professional sports. Portion of the program is devoted to answering of sports questions from the youngsters in the studio audience by members of the panel. In another portion Mr. Campbell ask sports questions of the various club members who compete for prizes.

Post-Midnight Show

INFORMAL combination show is being aired by WPAY Portsmouth, Ohio, in after-midnight period. First section, "Midnight Revue," starts at 12:05 a.m. following "CBS Midnight News" and features sweet-music name band, song title guessing game and local interviews. Second section, "Moonlight Reveries," presents poems without music, introduced by identifying harp fanfare. Poems include those of local authors.

Hospital Requests

SERIES of programs for servicemen still in hospitals in the New York area began Dec. 29 over WNEW New York. New series which stars Adele Clark, "The Singing Sergeant," is presented Sun. 3-3:15 p.m. to a studio audience of ambulatory cases. An ex-WAC sergeant, Miss Clark sings numbers requested by men in nearby hospitals.

'Gang Busters' Tribute

ON ITS regular Saturday night show over ABC Dec. 21, "Gang Busters" devoted its full time to a dramatization of the life of Lewis J. Valentine, former Police Commissioner of New York and more recently chief investigator-commentator on "Gang Busters." Former Mayor Fiorello Laguardia took part in the drama, which dramatized the career of Mr. Valentine. A personal message from General McArthur also was read on the program. All commercial announcements were dropped.

WNEW Is Honored

THE NATIONAL ASSN. for the Advancement of Colored People on Dec. 24 presented WNEW New York with its radio award for 1946. The citation was awarded "For WNEW's contribution toward the promotion of interracial good will and understanding through its distribution of a series of one-minute spot announcements, under the title, 'Keep Faith With America,' and for its weekly presentation of the 'American Negro Theatre.' "

Giveaway Twist

NEW GIVEAWAY program titled "Name It and Claim It" has been started on KFBC Cheyenne, Wyo., sponsored by Stone Furniture Co., that city. Listeners register their names and phone numbers at the sponsor's store and each day one of these names is chosen to be announced on the program. An article of furniture or merchandise sold by the sponsor is described and if the listener can name it he or she may claim it.

Aid Salvation Army

NBC STARS are among those who have contributed their talent to back the Salvation Army's expanded program of service, "Marching Forward to a Better World." Such NBC talent as Jack Benny, Eddie Cantor, Fibber McGee and Molly, Kay Kyser, Bob Burns, Edgar Bergen and others have recorded one-minute announcements for use throughout the U. S.

Weather Service

AS A PUBLIC service and in cooperation with U. S. Weather Bureau, KFBK Sacramento, Calif., has started a five weekly weather report broadcast directed to farmers, shippers, engineers engaged in outdoor work and sport enthusiasts. Frost warnings wil be added in March and April with weather reports extended into summer months.

TV Sports Review

TELEVISION sports series titled "The Ike on Sports" and starring Mr. and Mrs. Bill Slater, will be presented by ABC on WABD New York as a half-hour Tuesday evening series starting Jan. 7. Guest stars and how-to-do-it sports demonstrations will be featured on the telecasts.

War Asset News

INFORMAL news of War Assets Adm. and human interest stories behind disposal of $34 billion-worth of surplus materials and properties are given by WOL Washington on new Saturday 11:25-11:30 a.m. series.

Mystery Sustainer

WEEKLY sustaining series on MBS, starring Basil Rathbone, will begin Jan. 21, Tues. 8-8:30 p.m. Mr. Rathbone will star as Inspector Burke in a series of adventures based on the activities of "Scotland Yard."

News Discussion

DICK BARTLETT, KIDO Boise, Idaho, news director, leads group of civic leaders in panel discussion of current news topic on new program titled "KIDO News Forum."

READ BETWEEN THE LINES
FOR SIGNS OF THE TIMES
1946 IN THE BUSY CITY

$1,053,000,000 BANK DEBITS
$ 66,000,000 INDUSTRIAL PAYROLL
$ 115,500,000 RETAIL SALES

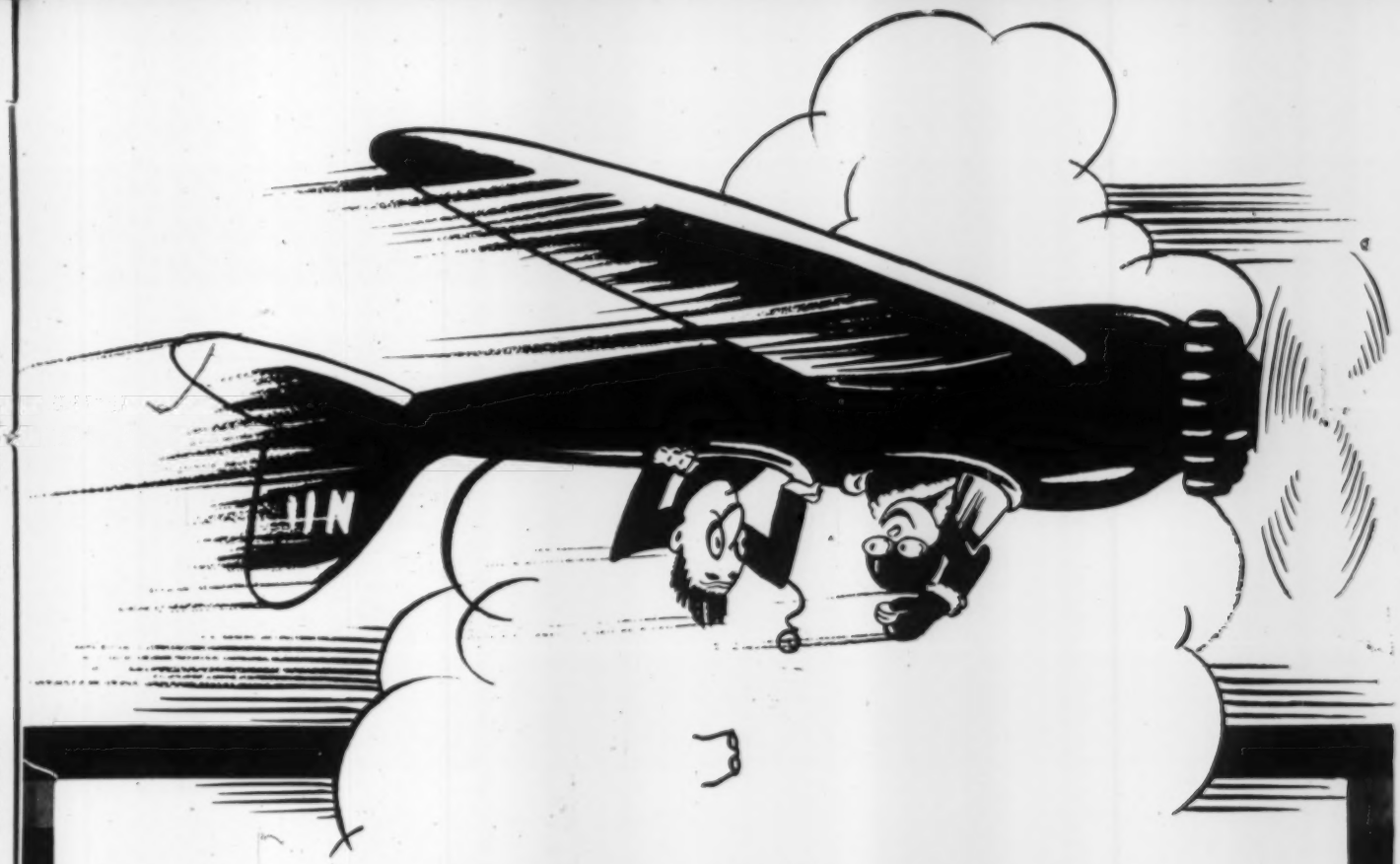
WHBC GOES 5,000 IN '47
SIGNS OF THE TIMES
SAY TIME TO SIGN FOR

467,810 ADDITIONAL RADIO HOMES
$1,105,295,000 ADDITIONAL RETAIL SALES
$2,444,699,000 ADDITIONAL BUYING POWER

WRITE FOR LATEST CONLAN SURVEY

whbc
5000 WATTS SOON!
BASIC STATION MUTUAL NETWORK
represented by RAMBEAU
your good neighbor in
CANTON, OHIO
always a busy city

ALL NORTHERN VERMONT
CHAMPLAIN VALLEY
BURLINGTON HAS THE ONLY
STATION IN VERMONT
WCAX
1000 WATTS • FULL TIME



"CHEER UP, MR. CARPENTER, A NERN STATION SAID THESE PILLS WOULD POSITIVELY PREVENT AIR SICKNESS."

"Daredevil" Casey is as confident in his ability to look the world squarely in the face as he is with a NERN station's recommendation of guaranteed products. As for you, Mr. Carpenter, take heart—even if your position won't permit you to take the pill. Your pilot knows his stuff—and his favorite radio station.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $296.
No line charges.
Free studio facilities in Boston, Hartford or New York.

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta Detroit
San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

HARTFORD, CONNECTICUT

FCC Actions

(Continued from page 64)

Applications Cont.:

frequency to be assigned by FCC. ERP: 13 kw and height above average terrain 268 feet.

AM—1450 kc

KOSA Odessa, Tex.—Modification CP (as modified, which authorized new standard station) to change type transmitter and to specify studio location.

AM—1580 kc

WWXL Peoria, Ill.—Modification CP (which authorized new standard station) for approval of transmitter location and to change studio location.

AM—1450 kc

KTIP Porterville, Calif.—Modification CP, as modified, which authorized new standard station, to change type of transmitter.

AM—1340 kc

KPRK Livingston, Mont.—Modification CP (as modified, which authorized new standard station) to change type of transmitter and make changes in vertical antenna.

AM—1340 kc

KREM Spokane, Wash.—Modification CP (as modified, which authorized new standard station) to change type of transmitter.

Applications Tendered for Filing:

AM—1570 kc

Louisville Bcstg. Corp., Louisville—CP for new standard station on 1570 kc, 1 kw and daytime only hours.

AM—1340 kc

Philip Mathews, Carlisle, Pa.—CP for new standard station on 1340 kc, 250 w and unlimited hours.

AM—1400 kc

Hotels and Theatres, Bluefield, W. Va.—CP for new standard station on 1400 kc, 250 w and unlimited hours.

AM—680 kc

WMPS Memphis, Tenn.—CP to increase power from 5 kw night and 10 kw day to 10 kw day and night, using directional antenna night.

Renewal Applications

Applications for renewal of experimental television license filed by W2XCS CBS New York; W2XWV Allen B. Du Mont Labs., New York; W6XAO Don Lee Bcstg. System, Los Angeles; W9XZC, W9XZV Zenith Radio Corp., Chicago. Application for renewal of experimental television relay license filed by W3XAD RCA, Area of Camden, N. J.; W6XDU Don Lee Bcstg. System, Los Angeles.

License Renewal

WCBS-TV New York—Application for license renewal of commercial TV station.

Decisions Dec. 26 . . .

BY COMMISSION EN BANC

FM Conditional Grants

Conditional FM grants were authorized for the following, subject to further review and approval of engineering details:

Gadsden Bcstg. Co., Gadsden, Ala.—Class B station.

Thomas N. Beach, Birmingham, Ala.—Class B station.

Merced Bcstg. Co., Merced, Calif.—Class B station.

Golden Empire Bcstg. Co., Redding, Calif.—Class A station.

Conn. Radio Foundation, New Haven, Conn.—Class B station.

KLZ Bcstg. Co., Denver, Col.—Class B station.

Port Frere Bcstg. Co., Wilmington, Del.—Class B station.

The Fort Industry Co., Miami, Fla.—Class B station.

Hopkinsville Bcstg. Co., Hopkinsville, Ky.—Class B station.

Owensboro on the Air, Owensboro, Ky.—Class B station.

Radio Elizabeth, Elizabeth, N. J.—Class A station.

Champlain Valley Bcstg. Corp., Albany, N. Y.—Class B station.

Beatrice Cobb, Morganton, N. C.—Class A station.

Sky Wave Bcstg. Corp., Columbus, Ohio—Class B station.

A. V. Tidmore, tr/as Pottsville Bcstg. Co., Pottsville, Pa.—Class B station.

Jackson Bcstg. Co., Jackson, Tenn.—Class B station.

Nunn Bcstg. Corp., Mobile, Ala.—Class B station.

National Bcstg. Co., Denver, Col.—Class B station.

Southeastern Ohio Broadcasters, Zanesville, Ohio—Class B station.

Westinghouse Radio Stations, Portland, Ore.—Class B station.

Cancel Grants

Voice of Augusta, Augusta, Ga.—Granted request for cancellation of conditional FM grant and dismissed application without prejudice.

Recorder Publishing Corp., Greenfield, Mass.—Same.

Consolidated Hearing

Harold Thomas and Pynchon Bcstg. Co., Springfield, Mass.—Designated for consolidated hearing application of Harold Thomas with application of Pynchon Bcstg. Co., to be included in consolidated hearings on applications of WSPR Inc. et al and ordered that the order heretofore issued be amended to include Thomas and Pynchon applications.

FM CPs Granted

The following were granted FM CPs; conditions (Note: power given is effective radiated power; antenna height given is height above average terrain):

Orlando Daily Newspapers, Orlando, Fla.—Class B; channel 99.5 mc (No. 258); 47 kw; antenna 500 ft.

WAVE Louisville, Ky.—Class B; channel 99.9 mc (No. 260); 28 kw; antenna 840 ft.*

R. B. Page & R. B. Page Jr., d/b as Wilmington Star-News Co., Wilmington, N. C.—Class B; channel 92.5 mc (No. 223); 37 kw; antenna 300 ft.

Leaf Chronicle Co., Clarksville, Tenn.—Class B; channel 98.7 mc (No. 254); 3.1 kw; antenna 300 ft.

WSIX Nashville, Tenn.—Class B; channel 93.3 mc (No. 227); 65 kw; antenna 705 ft.

Southern Bcstg. Corp., San Antonio, Tex.—Class B; channel 100.9 mc (No. 265); 200 kw; antenna 415 ft.

KCMC Texarkana, Tex.—Class B; channel 92.5 mc (No. 223); 40 kw; 420 ft.

A. H. Belo Corp., Dallas, Tex.—Class B; channel 94.3 mc (No. 232); 43 kw; 490 ft.*

WSMB New Orleans—Class B; channel 93.5 mc (No. 228); 158 kw; 510 ft.*

Intermountain Bcstg. Corp., Salt Lake City—Class B; channel 98.5 mc (No. 253); 900 w; antenna minus 450 ft.*

Cornbelt Bcstg. Corp., Lincoln, Neb.—Class B; channel 97.3 mc (No. 247); 58 kw; antenna 655 ft.*

WMFR High Point, N. C.—Class B; channel 97.7 mc (No. 249); 3.5 kw; antenna 340 ft.*

Winchester Sun Co., Winchester, Ky.—Class A; channel 104.3 mc (No. 282); 770 w; antenna 210 ft.*

Express Publishing Co., San Antonio, Tex.—Class B; channel 101.5 mc (No. 268); 330 kw; antenna 680 ft.*

Palm Beach Bcstg. Corp., Palm Beach, Fla.—Class B; channel 97.9 mc (No. 250); 22 kw; antenna 235 ft.*

Daily News Publishing Co., Beloit, Wis.—Class B; channel 93.9 mc (No. 230); 8.7 kw; antenna 350 ft.*

Applications Dec. 26 . . .

ACCEPTED FOR FILING

AM—950 kc

WKNA Charleston, W. Va.—Modification of CP as modified, which authorized new standard station, for extension of completion date.

AM—1400 kc

KPDR Alexandria, La.—CP to change frequency from 1490 to 1400 kc. (Facilities of KSYL requested.)

AM—570 kc

WWNC Asheville, N. C.—Modification of CP as modified, which authorized to install directional antenna for night use, increase power, installation of new transmitter and to move transmitter location, to make changes in directional antenna.

AM—1380 kc

KSWO Lawton, Okla.—Modification of CP which authorized change in frequency, increase in power, change in hours of operation, installation of new transmitter and directional antenna for day and night use and change in transmitter location, for extension of completion date.

AM—1400 kc

WDEF Chattanooga, Tenn.—Modification of CP as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change transmitter location, for extension of completion date.

AM—860 kc

KOAM Pittsburg, Kan.—Modification of CP as modified, which authorized change in frequency, increase in power, change in hours of operation, installation of directional antenna for night use, and change in transmitter location, for extension of completion date.

AM—1400 kc

WSAU Wausau, Wis.—CP to install new vertical antenna with FM antenna on top and change transmitter location.

Application Dismissed:

WQXQ New York.—Modification of CP as modified, which authorized new high frequency broadcast station, for extension of completion date only. DISMISSED.

Applications Tendered for Filing:

Assignment of License

WABF and W2XMT-FM New York—Consent to assignment of license to Hirschmann Bcstg. Corp.

AM—970 kc

WMMS Peoria, Ill.—Modification of CP to change frequency from 1020 to 970 kc, hours of operation from daytime to unlimited, install directional antenna for day and night use, and change transmitter location.

AM—1340 kc

Luther W. Martin, Wilson C. Burkhead, and Martin M. Mitchum, d/b as the "Show-Me" Bcstg. Co., Rolla, Mo.—CP for new standard station on 1340 kc, 250 w and unlimited hours.

Assignment of License

WAGF Dothan, Ala.—Consent to assignment of license to Julian C. Smith, John T. Hubbard, and Fred C. Moseley d/b as Dothan Bcstg. Co.

AM—1230 kc

Florida East Coast Bcstg. Co., Miami, Fla.—CP for new standard station on 1220 kc, power of 250 w and daytime hours.

AM—1340 kc

Lyle Van Valkenburgh, St. Petersburgh, Fla.—CP for new standard station on 1340 kc, 250 w and unlimited hours. (Contingent on grant of WLAX).

AM—1440 kc

WJQS Jackson, Miss.—CP to increase power from 100 to 250 w, unlimited hours of operation.

Transfer of Control

KTEM and KTEM-FM Temple, Tex.—Consent to transfer of control of stock owned by Mrs. Ruth W. Mayborn in licensee corporation to Frank W. Mayborn.

AM—710 kc

WHB Kansas City—CP to specify new transmitter location, install new transmitter and changes in directional antenna for day and night, operating on 5 kw and unlimited time.

AM—1140 kc

KGDM Stockton, Calif.—CP to increase power from 5 to 10 kw day and night, using directional antenna night and make changes in antenna system.

AM—960 kc

O. E. Bohlen, O. L. Bohlen d/b as Francisco Rental Co., Victorville, Calif.—CP for new standard station on 960 kc, power of 5 kw and daytime hours of operation.

AM—1200 kc

WNAC Boston, Mass.—CP change frequency from 1260 to 1200 kc, power from 5 to 50 kw, day and night with directional antenna night, install new transmitter and make changes in antenna system.

AM—1340 kc

Batesville Bcstg. Co., Batesville, Ark.—CP for new standard station on 1340 kc, 250 w and unlimited hours.

*In lieu of previous conditions.

KWKH

Shreveport

Announces

The Appointment

of

DEAN UPSON

as

COMMERCIAL MANAGER

Prior to joining KWKH, Mr. Upson was Commercial Manager, WSM, Nashville, and was producer of the Prince Albert portion of "Grand Ole Opry" there.

KWKH

SHREVEPORT

50,000 WATTS

Represented by The Branham Co.

An All-Time Favorite

AMOR

Published by

PEER INTERNATIONAL CORP.

* * *

Performance Rights Licensed Through

BMI

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.

Four FM Stations in Peoria Receive Proposed FCC Grants

PROPOSED grant of four FM stations in Peoria, Ill., with rejection of two other applications, was announced Tuesday by the FCC. Local residence of the four selected applicants swung decisions in their favor, according to the Commission.

The proposed grants went to Peoria Broadcasting Co. (WMBD), 92.7 mc 20 kw; Mid-State Broadcasting Co. (AM CP in Peoria), 92.3 mc 10 kw; Central Illinois Radio Corp. (AM CP in Peoria), 93.1 mc 20 kw; Illinois Valley Broadcasting Co. (AM CP in Peoria), 93.5 mc 56 kw.

Applicants receiving proposed denials were Radio Peoria Inc. (AM applicant in Peoria and subsidiary of Commodore Broadcasting Co.), and West Central Broadcasting Co. (Oklahoma Publishing Co. and group of oil men headed by Gov. Robert S. Kerr, of Oklahoma).

Local Residence

Finding that all of the applicants were qualified and would provide adequate service, the Commission noted that none of the stockholders, officers or directors of Radio Peoria Inc. and West Central has ever lived in Peoria and that none proposes to participate in day-to-day operation of the stations. The other four applicants, says the FCC, are wholly or substantially owned by local residents and one or more stockholders or partners will take an active part in operations.

Peoria Broadcasting Co.'s proposal for extended rural coverage would interfere with Chicago and St. Louis stations, it is pointed out by the FCC in limiting power to 20 kw.

Ownership and officers of the proposed grantees follows:

Peoria Broadcasting Co.—Edgar L. Bill, president, treasurer and director, 49%; Carl P. Slane, chairman of board, 8.6%; Charles C. Caley, executive vice president, and H. D. Morgan, secretary and director (like Mr. Bill each own 24% of WDZ Broadcasting Co., licensee of WDZ Tuscola, Ill., and Tuscola FM applicant). Other Peoria Broadcasting Co. stockholders are Frances P. Slane, 21.2%; Elizabeth P. Talbot, 21.2%. Slane family group (Carl P. and his wife Frances P. Slane, and her sister Elizabeth P. Talbot) own control of Peoria Journal-Transcript Inc.

Mid-State Broadcasting Co.—William J. Kutsch, president, director, 28%; William A. Kutsch, vice president, director, 35½%; Casper F. Salm, treasurer, director, 5%; Paul J. Hagerty, secretary, director, 7½%; J. Chase Scully Jr., assistant secretary, treasurer, 3%; John T. Urice, director, 5%; William A. Parker, 5%; Vincent A. Quinn, 1%; C. L. Wilkins, 5%; Angiline LaFond, 4%; John Boler, 1%. William J. Kutsch, to be general manager, was vice president of North Central Broadcasting System, now defunct. He formerly was radio director for A. E. Staley Mfg. Co. and Swift & Co.; William A. Kutsch, his father, is vice president of A. E. Staley Mfg. Co. Mr. Boler has been chairman of board of North Central. He is interested in several radio properties.

Central Illinois Radio Corp.—Joseph H. Giddan, businessman, to give up other interests to become general manager, is president, director, 51.5%; Sam J. Stone, insurance man, vice president, director, 12.3%; Max J. Lipkin, attorney, 9.8%; Harry Fracter, jeweler, 8.8%; Dr. Morris Enda, chiropodist, 17.6%.

Illinois Valley Broadcasting Co.—Partnership of Timothy W. Swain, attorney; Katherine A. Swain, to direct station's women's programs; John H. Alterfer, to be public service director; Edward J. Alterfer, to direct fiscal affairs and sports; John M. Camp, salesman at Fort Wayne and Columbus, Ga., stations. All have equal interest. The Alterfers and Swains are interested in Alterfer Brothers Inc., manufacturing washers and ironers.

Ownership of applicants receiving proposed denials follows:

Radio Peoria Inc.—Frederick W. Schaub, president and director; F. Merril Lindsey Jr., vice president, treasurer and director; Edward F. Lindsey, vice president and director; Ida W. Zock, secretary, assistant treasurer and director; Frank M. Lindsey, director; Robert C. Schaub, director; Howard C. Schaub, director. All officers identical with Radio Springfield Inc., both wholly owned by Commodore Broadcasting Inc., in turn wholly owned by Decatur Newspapers Inc. Commodore is licensee of WSOY Decatur, FM permittee in Decatur, and competitive bidder for WTAX Springfield; Radio Springfield is AM and FM applicant in Springfield. Lindseys and Schaubs each own about a third of Decatur Newspapers Inc., with other third widely distributed. F. Merrill Lindsey Jr. is general manager of WSOY.

West Central Broadcasting Co.—Robert S. Kerr, chairman of board, 30%; E. K. Gaylord, president, director, 26.66 2/3%; D. A. McGee, vice president, director, 7.5%; Edgar T. Bell, treasurer, director, 16.66 2/3%; Dean Terrill, secretary, director, 2.1%; J. I. Meyerson, assistant secretary, 3.33 1/3%; T. M. Kerr, 6.9%; T. W. Fentem, 3.5%; Hugh B. Terry, 1.66 2/3%. Applicant holds CP for AM station in Peoria (WEEK), also AM and FM applicant in Tulsa. Messrs. Robert S. Kerr, McGee, Terrill, T. M. Kerr and T. W. Fentem are associated in Oklahoma oil interests. Others are connected with Oklahoma Publishing Co. and subsidiaries, including WKY Oklahoma City, KVOR Colorado Springs, KLZ Denver. Mr. Bell is general manager of these stations. Mr. Terry is manager of KLZ.

Named Research Chief

PERHAM C. NAHL has been named associate research director for Needham, Louis & Brorby, Chicago. Dr. Nahl was a faculty member of Oklahoma A&M School of Commerce and served with OPA in Washington before joining the Chicago agency last February.

White Is Appointed As KYW's Manager

Promoted From KDKA to Take Position Vacated by Joy

ROBERT E. WHITE, educational and public relations director of KDKA Pittsburgh and a veteran of 20 years in broadcasting, last week was named manager of KYW Philadelphia according to J. B. Conley, general manager of Westinghouse Radio Stations Inc., operating both stations. He takes over his new duties effective Dec. 30, succeeding Leslie W. Joy, whose resignation was announced in mid-December [BROADCASTING, Dec. 16].

Mr. White

Mr. Conley announced the promotion was in line with the Westinghouse policy of selecting key executives from within the organization He said Mr. White "is eminently qualified to head KYW, and we believe that his broad background of program experience will prove one of his most valuable assets."

Since July 1945 Mr. White has devoted full time to expansion of the KDKA educational service and to public relations work. He has been active in the Pittsburgh and Allegheny County Radio Youth movement, with seven graduates of the KDKA course now in professional radio work.

Mr. White joined WBZA Springfield as actor and announcer on a parttime basis, becoming a fulltime announcer in 1932. That year he was transferred to WBZ Boston, returning to Springfield a short time later to take charge of WBZA. In 1937 he became chief announcer at WBZ and in 1941 won the eastern zone H. P. Davis award. He was transferred to KDKA in 1942 as program director.

Partnership Is Dissolved; Ward Heads Own Firm

DISSOLUTION of the firm of Ward & Futterman by mutual consent was announced last week by Jim Ward and William Futterman, partners in the Chicago agency. At the same time, Mr. Ward announced the formation of his own agency, Jim Ward & Co., with offices in Chicago and Hollywood. The new agency will continue to service most of the partnership's accounts, including Louis Milani Foods.

Mr. Ward said the Chicago office will be headed by George Clifford, who joined the Ward organization July 1. Mr. Ward will divide his time between the Chicago and Hollywood offices. Latter office is located at 2124 Cahuenga Blvd. Chicago offices will continue at 188 W. Randolph St.

WBNX

DAILY PROGRAMS IN

Italian Polish English Jewish German

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

HAVE YOU SEEN KFDA'S (AMARILLO) LATEST HOOPER?

Quarter-hour ratings—Monday through Friday—that spell listeners . . . PLUS!

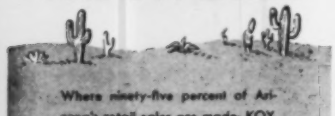
Ask a John E. Pearson representative or write Howard Roberson–KFDA Manager.

Nunn Stations:
KFDA Amarillo, Tex.
WBIR Knoxville, Tenn.
WCMI Ashland, Ky. Huntington, W. Va.
WLAP Lexington, Ky.
WMOB Mobile, Ala.

KFDA
A NUNN STATION

AMARILLO, TEXAS

the arizona network



Where ninety-five percent of Arizona's retail sales are made: KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Lowell-Douglas. Affiliated in management with WLS, in Chicago.

JOHN BLAIR & COMPANY

Your MUTUAL Friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

Memphis • E. A. Allburty, Gen. Mgr.
Represented by RAMBEAU

audiodisc

Fine transcriptions are recorded on Audiodiscs

AUDIO DEVICES, INC., N. Y. C.

WCKY

the 50,000 watt voice of Cincinnati

Iowans Like

(*Continued from page 20*)

ject to the singing commercials.

Only one out of four listeners is "quite often" annoyed by what is said about the product and nearly half of all questioned are "almost never" annoyed by the claims of advertisers on the air. Men are more likely than women to object to advertising claims and farm listeners object more often than urban dwellers. Fewer listeners object to claims than to singing commercials, number of commercials on a program, or length of individual announcements.

'Especially Pleased'

On the other hand the same percentage of listeners are "especially pleased" with some commercials as are "annoyed." More likely to express pleasure over an announcement are farm listeners, younger women and older men, it was found; college-trained and younger listeners are more likely to express annoyance.

As to specific commercials, the survey shows that commercials which most annoy listeners are those of *Your Hit Parade*, Lifebuoy, "Chiquita Banana" song, Rinso White and Super Suds.

Commercials which especially pleased listeners were those of *Fibber McGee & Molly*, the Banana song, Bob Hope, Duz and Lifebuoy. More listeners were pleased by the Banana song than objected to it, but Lifebuoy had more objections than approvals. Men and women were found much alike in their reaction to many commercials.

As in the 1945 Whan survey in Iowa, six out of ten listeners answered "no" when asked: "Is there any way in which radio could give the public better service? If so how?" Among suggestions of the 25.4% of women and 30.6% of men who answered "yes," were these: Fewer commercial announcements, fewer serials, more music, television, more power, more time announcements.

Asked if radio is doing a good job or a poor job, 83.8% of women said radio unqualifiedly is doing a good job; 87.6% said so in 1945. Of men interviewed 81.6% said radio is doing a good job; 87.5% said it a year ago. The high regard for radio extended to all classes and types of adults analyzed.

The average Iowa adult listens 4 hours and 40 minutes daily, Dr. Whan found, little below 1945.

Analyzing news sources of Iowa listeners, Dr. Whan found that the same percentage of families subscribe to a daily newspaper as own radio sets. He found that among women 64.1% in cities, 69.8% in villages and 79.5% on farms depend "most" on radio for national and international news. They depend on newspapers in this ratio: 31.3%, 25.8% and 13.8%.

Among men 56.2% in cities, 66.5% in villages and 78% on farms depend "most" on radio for national and international news. They depend on newspapers in this ratio: 37.3%, 25.1% and 15.9%. Dependence on radio for news showed a slight decline for both men and women in 1946, it was shown, with lessening interest in national and international events suggested as a factor.

Among new questions in the 1946 survey was one showing dependency on various media for local news. The survey showed a little over 70% of all listeners relying "most" on newspapers for local news with over 15% relying on radio.

AM Receivers Glut Market—McDonald

Zenith Official Says AM and FM '47 Output to Exceed Sales

PRODUCTION of radio receivers, both AM and FM will exceed sales in 1947, Comdr. Eugene F. McDonald, president of Zenith Radio Corp., Chicago, believes.

Comdr. McDonald said this belief is based not only on his and other leading companies' production figures but on national sales trends for 1946.

Within six months time, he declared, it will be "practically impossible" to sell any radio set without FM. Already, he said, many companies are being forced to ship AM receivers to foreign markets to move merchandise. Thousands of new AM receivers are glutting American retail outlets without any takers, the Zenith executive declared.

Comdr. McDonald renewed his contention that the FCC should restore the old FM channel and said he had received word from Rep. William Lemke (R-N. D.), co-author of the Frazier-Lemke Bill, that he would present his bill to restore the 50 mc band to FM at the first session of the new Republican Congress.

Won't Run for Mayor

Comdr. McDonald spiked reports that he was being drafted by Cook County Republican leaders to enter the Chicago mayoralty race, remarking that he wouldn't run if "endorsed by both parties."

He said his major interest at this time was the suit filed by Zenith Dec. 14 in the Wilmington, Del., courts against RCA for an adjudication of existing patents which he declared had passed into the realm of public domain since originally issued in 1926.

At the same time Comdr. McDonald revealed that Zenith Radio Corp. had an estimated consolidated net loss for the six months ended Oct. 31 of its current fiscal year amounting to $649,649 after depreciation, excise taxes, normal reserves and provision for income taxes of subsidiaries and tax carry back due parent company. Consolidated operating loss for the period amounted to $2,198,953. This loss was partially offset by tax carry back due parent company, less income taxes of subsidiaries, the net credit being $1,549,304, Comdr. McDonald said.

Survey

(*Continued from page 14*)

tisers lower pre-newspaper costs on national campaigns.

The greatest certainty expressed by all was that radio volume would increase if production increases.

The greatest uncertainty concerned the possibility of mending industrial rifts—and many look to the Republican Congress for help in this problem through new labor legislation.

And the second greatest uncertainty was this: What will FM do to AM? Leonard H. Marks, speaking as counsel and treasurer of the new FM Assn., observes: "1947 will be the year of emancipation (for FM operators) and advertisers will realize the benefits to be gained by FM."

Brig. Gen. David Sarnoff, RCA president, believes prosperity in 1947 "depends on greater international cooperation for world peace and accelerated industrial production." General Sarnoff looks to 1947 as a year in which television will make great strides. RCA electronic color television will arrive in 1947, he predicted, and added that large scale theater television in electronic color would follow in 1948.

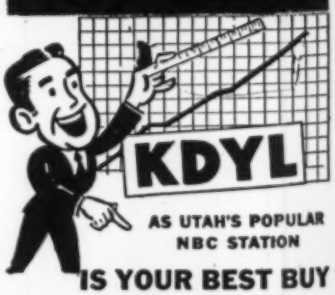
Tom Means Married

TOM MEANS, promotion director of WOL Washington, and Miss Dean Cornell, of the station's auditing staff, are honeymooning at Hot Springs, W. Va. They were married Dec. 21 at Christ Episcopal Church, Kensington, Md. They will be back at their desks Jan. 2.

ASCAP Distribution

FOURTH QUARTER distribution of ASCAP went to members on Dec. 20. Distribution was said to total about $1,900,000, bringing year's total payment to members to approximately $9,500,000. This is somewhat less than last year because of sums set aside to meet contractual obligations with foreign societies not occurring in 1945, an ASCAP spokesman said, although the society's income in 1946 was about the same as last year.

MEASURE YOUR ADVERTISING DOLLAR ANY WAY YOU LIKE



KDYL

AS UTAH'S POPULAR NBC STATION

IS YOUR BEST BUY

JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

Leaders See

(Continued from page 66)

ing to plow under a portion of its profits in audience promotion and increased tune-in can expect a greater response in 1947 from advertisers who are growing discriminating and choosy. We believe prospects are good for those stations who are deserving.

* * *

DONALD W. THORNBURGH
CBS Western Division V. P.

DUE to the national strikes and curtailment in fundamental materials, many national advertisers' budgets may be temprarily curtailed. However, I believe that business generally will be good and that this will stimulate local advertising and give increased revenue from local business due to the additional availability of time.

Mr. Thornburgh

* * *

LLOYD O. COULTER
V. P. in Charge of Radio, McCann-Erickson Inc.

THERE are many problems facing industry, but our management looks forward to 1947 with optimism, and with the belief that it will be a better year than 1946 for industry generally and for advertising. Production, in most industries, should improve and advertising appropriations be restored or increased. While the allocation of these client budgets will depend upon individual client objectives, there is every reason to expect that the percentage of funds allocated to radio will continue to rise, as it has constantly risen in the past.

As regards the division of radio funds between network and spot, we have found that this has divided almost equally during the past several years and there is no present reason to foresee a change.

There is no current probability of any drastic expansion or reduction in individual departments of the agency. Historically we have had a steady growth in billings, number of clients and agency personnel and there is no reason to anticipate a change in this trend for the year ahead. Client needs, of course, dictate the traffic handled. For example, we have recently added and staffed a television department to service client needs in this developing medium.

If there is a business recession in 1947 all media will, of course, suffer curtailment. It is my opinion, however, that such curtailment may be more drastic, and certainly more conspicuous, in radio, for two reasons. In the race for prestige and ratings, talent, sponsors and agencies have too frequently lost sight of cost-per-thousand listeners and selling effectiveness. When a high-rating or well publicized radio program is cancelled, not only its listeners, but everyone knows about it. It's news. But if the same sponsor reduces his scheduled 13 insertions in a magazine list to six, or cancels entirely, only the advertiser, his agency and the publications are aware of it. Subscribers to magazines do not turn avidly to the advertising pages to see whether the XYZ Washer Co. has a color page in this issue as they had four weeks before.

* * *

EDGAR BILL
President, WMBD Peoria

RADIO as a whole will increase in advertising dollars over any previous year.

* * *

E. A. WEIR
Commercial Mgr., CBC, Toronto

THE OUTLOOK for Canadian network business in 1947 is as good as it was in 1946; it is not likely to be less for the first part of the year at least. There is more pressure for commercial time on our three networks now than at any time, and we are not able to find adequate time for a number of companies. We expect that some daytime commercial network programs will go on Dominion network during 1947. Present indications are that for the first quarter of 1947 Canadian network business will be up a little. CBC does not anticipate it will sell much local time on CBC stations, and has turned down considerable amounts of local station business for a variety of reasons.

* * *

WILLIAM D. MURDOCK
Sales Mgr., WOL Washington

IF GENERAL business conditions maintain same or improved level, radio business prospects will, of course, be good. Competition will be keener, programs must be sold more on their real, rather than rating value. Trite though the phrase is, the honeymoon of over-the-transom order-taking is over and it behooves each radio salesman to be on his mettle employing the best possible radio selling tools and sound knowledge of good radio practices.

* * *

EDWARD VOYNOW
Chicago Mgr., Edward Petry & Co.

WE ANTICIPATE same struggle for choice time in national spot, network and local program advertising. With advent of television and FM stations in many new markets, we believe business will be more localized with the national advertiser. Larger gross income can be expected on many stations in 1947. This will be due to increased rates, and the ability of many small advertisers to receive and market merchandise. For first time local advertisers who have been under the thumb of newspapers have had a chance to see what radio can do to move merchandise. Our rise in expenses is due to additional offices and new employes. However, it is our experience that expenses for all phases of broadcasting have gone up. Advertisers such as General Mills and Procter & Gamble have long had standing orders for choice availabilities. Almost all stations can sell what they want to sell. Many stations are increasing sustaining public service programs even though it means a loss of revenue. However, from all indi-

(Continued on page 74)

DEAR LULU, THEY GOT THE BIGGEST MEN IN TEXAS- BUT THEY'D RATHER LISTEN TO KTSM THAN TO ME. SOME FELLOW NAMED HOOPER SAYS KTSM LEADS IN POPULARITY IN EL PASO. HOW TRUE NELLIE
NAT. REP. GEO P. HOLLINGBERY CO.

FIFTEEN WOV New York staffers have become foster parents of a six-year-old Belgian girl, who was orphaned during the war. The eight "fathers" and seven "mothers," each contributing toward her care and maintenance, arranged for the adoption through the Foster Parents Plan for War Children Inc.

YOU CAN'T NET MUCH IN SOFT SHELL (Ky.)!

Soft Shell (Ky.) is a real town, alright, but it certainly offers very few sales opportunities for sea food (or anything else). The best sales territory in these parts is the area around *Louisville*. That's why WAVE is so proud and happy about its coverage. Actually, WAVE's listening area gives you 51.9% as much retail sales as Kentucky's *total*. That's why we suggest you harden your heart to Soft Shell, and fish where the fishing's good!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

A New Year Brings New Problems

You can solve the problem of reaching West Virginia's RICH* Upper Kanawha Valley by using The Chemical Kingdom's FIRST Mutual Station

1340 kc WMON 250 w

Montgomery, West Virginia

**Rich is right . . . More than 165,000 people in WMON's good service area spent more than $70,000,000 in 1945.*

The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to-

WWL NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

ISN'T it only natural when you find . . .
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only ZBM Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR — United States
HORACE STOVIN — Canada

Leaders See

(Continued from page 73)

cations, we believe individual stations will enjoy a better year in 1947 than they had in 1946.

* * *

WIS McQUILLIN

Mgr., Radio Division, Cockfield, Brown & Co., Ltd., Toronto

WE EXPECT an increase of about 10% in 1947 total radio billings, with food and drug accounts mainly increasing. Heavy industry is prepared to swing into radio advertising, but is not yet certain of adequate supplies to meet demand created by advertising. We expect a number of new accounts for radio and anticipate using more stations for some of our clients. Any increases in radio advertising will be reflected in increases in budgets for other media, although unsettled conditions make it difficult to say if those increases will be proportionate. There may be a slight adjustment in business in the fall of 1947, but we don't look for any serious recession during the coming year.

* * *

WILLIAM BYLES

Radio Director, Spitzer & Mills Ltd., Toronto

WE LOOK for a slight increase in advertising expenditures of our clients in 1947, partly because some of them cut radio advertising during 1946 when production fell off due to shortage of materials. We do not expect to use more radio stations, in fact may have to spread coverage thinner due to increased radio program production costs and station rate increases. Since none of our clients switched from publications to radio during the war, but continued to use radio, we do not look for any loss of business to other media in the coming year. There will be no change from our present ratio of 20% national spots and 80% networks for our clients.

* * *

HARRY SEDGWICK

President, CFRB Toronto

THERE is no sign of business recession. Canadian stations look to 1947 business on level of past year Probably slight increase. Station costs expected to increase, with many stations putting in new equipment, spending more on programming and public relations. Many stations anticipating FM installations during 1947. Salary expenses expected to increase with wartime salary controls ended.

* * *

MERLE S. JONES

Gen. Mgr., WOL Washington

RADIO business prospects will, of course, be paced by general business conditions of 1947. If the nation goes forward, as we all hope and expect it will in the coming year, radio should get more than its share of the increased advertising dollar.

ART HARRE

Gen. Mgr., WJJD Chicago

AS PRODUCTION increases, we expect many more small advertisers to use radio than in 1946. Labor conditions, priorities and price ceilings in 1946 actually discouraged many potential advertisers from making radio appropriations. It is my belief that 1947 will be our best year.

Mr. Harre

* * *

G. H. GUNST

Chicago Mgr., Katz Agency Inc.

1947 VOLUME depends upon how successfully labor and management will settle differences to permit smooth flow of goods. We anticipate increase in national spot business. Seems to us that new stations in certain markets may reduce total volume of competing stations. In other instances it won't make any difference. Cost of operation has been going up. Some of our stations have increased their rates but in percentages they have been modest. We think 1947 will be a good year. Local spot has shown the biggest increase in 1946 and will continue to do so in 1947.

* * *

HUGH B. TERRY

Manager, KLZ Denver

THE GRAVY train has disappeared around the corner. Individually, stations are headed for higher costs, lower profits, and substantial financial risks in the as yet unknown futures of FM, television and facsimile. Many stations enjoyed capacity business in 1946 and cannot expect to increase time sales in 1947. I expect 1947 business to be good, but not the equal of 1946. Expenses will continue to mount. Profits will be correspondingly lower. Radio's business prospects for 1947 will be affected by the following bogeymen: uncertain labor conditions, increasing costs, the appearance of many new stations (a substantial number ill-advised and obviously doomed to failure), and the return to more normal operations of competitive media. And yet, 1947 still will be happy new year for broadcasting.

* * *

WILLIAM B. SMULLIN

President, KIEM Eureka, Calif.

PROFITS down. Red ink operations for many stations. Capital investment up and in chunks. Greater promotion by all stations, both AM and FM. Will be heaviest promotion all year for both and sparked by competitive position between stations. If paper shortage should break, stations will be faced with first trained aggressive selling from other media since before war. Personnel changes will be many as stations adjust to new operating conditions. Same will be true at all levels in all departments. Program levels will reach new highs and new lows. Many old techniques will fail. New lows will result as stations start scraping the barrel. More misrepresentation will be made by stations of what they have to sell and particularly on part of newcomers. More stations will be sold but prices paid will be less. Some sales will be in nature of near sacrifice or sacrifice.

* * *

T. A. M. CRAVEN

V. P., Cowles Broadcasting Stations

RADIO revenue and expenses will have a direct relation to the economic conditions of the nation in 1947. The general business condition for 1947 appears confusing. Many experts predict a temporary recession. Others state that if labor conditions remain stable we may expect a prosperous year. Labor leaders announce plans for wage increases. In view of these factors, it is possible that the broadcasting business will be fortunate if it maintains present levels.

* * *

M. ROSENFELD

Radio Director, MacLaren Advertising Co. Ltd., Toronto

WE EXPECT 1947 will maintain the same level as 1946. There will be an increase when heavy industry such as rubber, steel and automotive manufacturers complete their plans to up their advertising budgets. Advertisers who have remained in radio have maintained healthy budgets and will carry on. Some budgets have gone up, due to increased production costs, others have remained stable and will mean some revision in time use. With more paper available in 1947, publications will undoubtedly receive more advertising, but radio will not suffer. We are not looking for any recession in 1947.

* * *

ADRIAN J. FLANTER

Advtg. Mgr., Benrus Watch Co.

I THINK general business will find rough going. There has got to be a readustment, with labor and

NOW 20,000 WATTS OF SELLING POWER
SOON 50,000 WATTS OF SELLING POWER
THE NEW WJJD CHICAGO
A Marshall Field STATION REPRESENTED NATIONALLY BY AVERY-KNODEL

management getting together so that the public can buy at right prices and create turnover, which is so necessary to trade and industry in our economic system. And with regard to the jewelry industry, dealers still will be on quotas as far as watches are concerned.

* * *

WALTER A. WADE
V. P. and Radio Director, Wade Advertising

IF WE have more labor trouble or have strikes, business will lose buying power. Republican Congress may help considerably.

* * *

FAIRFAX CONE
Chairman, Executive Committee, Foote, Cone & Belding, Chicago

PRETTY good. If no strike difficulties, production will get closer to what it was hitting.

* * *

E. L. HAYEK
President, KATE Albert Lea

MY OPTIMISM is shared by stations in the eleventh district. The Midwest and the Northwest have harvested greatest crop in history. Prices are good and farmers throughout entire area have liquidated their obligations.

* * *

H. L. McCLINTON
V. P. and Radio Director, N. W. Ayer & Son

FROM the audience side, radio enters 1947 with the healthy pink in its cheeks. Total listening is up. Average rating and sets-in-use are higher than ten years ago. So radio, as a channel of mass communication seems to be at least as useful as it has ever been. From the business standpoint, as production of consumer goods moves into high gear, 1947 should see the resumption of highly competitive selling programs, a condition which puts a premium on effective channels of mass communication. It seems to add up. I'd place a modest bet on a good year for radio in 1947.

Mr. McClinton

Square the Circle . . .

LISTENER STATION ADVERTISER DEALER

with the SQUARE DEAL STATIONS
. . . for the BEST DEAL all around

WTRY
Albany, Troy, Schenectady
WSYR WELI
Syracuse H. C. WILDER New Haven
President

NORTON W. MOGGE
V. P. and Gen. Mgr., J. Walter Thompson Co., Los Angeles

THERE will be a tightening all along the line in the face of high costs and declining profits in nearly all lines. Increasing production, more consumer goods, competitive selling and greater sales resistance on the part of customers all point to the need for hard-hitting advertising which will sell goods. With narrow margins of profit, it will take courage to put some of these advertising dollars on the line. "Capital Investments" for advertising again will be considered in 1947.

Mr. Mogge

* * *

SIDNEY N. STROTZ
NBC Western Division V. P.

I LOOK for no drop in gross revenue throughout the radio industry during 1947, either locally or nationally. But I do expect that net revenue will be cut by an increase of 25% or more in operational expenses and, in the case of individual stations, by the tremendous increase in the number of stations on the air. However, business should be good. As consumer goods finally get into production the need for advertising in a competitive market will increase and radio will be in its usual strong position—able to give the advertiser the best access to the greatest number of prospective buyers.

Mr. Strotz

* * *

MICHAEL R. HANNA
Gen. Mgr., WHCU Ithaca

PRODUCTION schedules, increase in the cost of operation, a relatively large increase in the number of stations and labor problems are all major factors in the consideration of business prospects for 1947. However, it is not unreasonable to assume that 1947 will be at least as big, if not a bigger radio year than 1946. Broadcasters have not tapped even an appreciable portion of the available sources of radio advertising dollars. Radio is not selling half the products and services which it is well qualified to sell. As our skill in broadcasting and our efficiency in operation increase, we should approach a more lasting, healthy economic position. Today, a large part of our revenue comes from a small group of accounts—foods, drugs, etc. For the smaller station, there is much local revenue in the wood. The proportion of advertising dollars spent by the local merchant in radio as against newspaper is disgracefully small. Many larger stations have not begun to tap the revenue available from regional accounts and industries wishing to do institutional and public relations jobs, etc. There is nothing wrong with radio's future that can't be cured by a little imagination and our ability to adapt our medium for the use of many prospective clients who have been heretofore uncalled upon but ready to be sold.

* * *

FRANK MULLEN
Executive Vice President, NBC

I EXPECT a good year for radio broadcasting with more competition and rising costs cutting into profits. Radio advertising is still the cheapest and most effective form of advertising, and most advertisers know it. Local use of the medium should increase, and national use should remain about the same.

Mr. Mullen

* * *

GEORGE D. COLEMAN
Gen. Mgr., WGBI Scranton

ADDITIONAL stations in practically all markets will increase the competition for the advertisers' dollar. Showmanship and programming will become increasingly more important in station operation. Better and diversified programs should tend to increase the sets in use. Believe 1947 will start an era of improved harmony and a better understanding between capital and labor. Fewer strikes and shutdowns should reassure a buying public anxious to purchase many of the necessities and luxuries they have been deprived of during the past five years. Investment in radio advertising by advertisers in 1947 in all probability will be increased over 1946.

* * *

JAMES M. BROWN
Gen. Mgr., KONO San Antonio

WE AT KONO feel that 1947 will be a very prosperous year. All indications in the local and national field show a good trend to better programming and steadier budgets with a marked swing to year-round scheduling instead of seasonal spurts. This depends to a large extent on normal manufacturing operations, but from where we sit America always has leveled off and we have a lot of faith in it leveling off again—and soon.

* * *

CAMPBELL ARNOUX
President, WTAR Norfolk, Va.

IF WE can avoid strikes and excessive wage increases I foresee an excellent year in 1947 in the radio industry. If we can't avoid

(Continued on page 76)

Welcome, Son

We've been first on the hit parade of your predecessors—and we're going to be first with you. You'll like Miami and WIOD!

WIOD
FIRST IN MIAMI

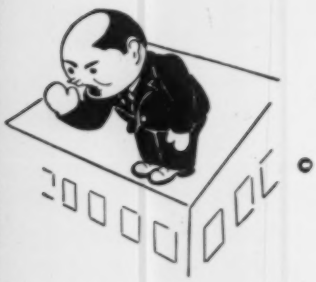
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

WTAD

WTAD gives dominant coverage of a prosperous rural-urban market —ideal for testing!

930 K.C. 1000 WATTS CBS AFFILIATE
THE KATZ AGENCY, REP.

A Lee STATION



GO AHEAD
SHOUT ABOUT IT!

But who's to hear? For a REALLY attentive audience, sell over WLAW . . . nearly two million potential buyers concentrated in a 2 billion market!

Basic Station
American Broadcasting Co.

5000 WATTS 680 KC.

50,000 WATTS
SOON!!

WLAW
LAWRENCE, MASSACHUSETTS

Nationally Represented by WEED & CO.

Leaders See

(*Continued from page 75*)

them I think that we can expect a less favorable position with the possibility of a substantial recession around mid-year.

JOHN S. HAYES
Manager, WQXR New York

WE AT WQXR foresee bright prospects for 1947. We are entering the new year with our advance sales 33⅓% ahead of 1946. Whether prices for goods and services rise or fall, we will see a highly competitive consumer market where producers once again will be dependent on advertising, and certainly radio will have its share. We particularly expect to see pre-war advertisers, completely reconverted in 1947, re-entering the national spot field in great strength.

Mr. Hayes

Nathan, Sarazan Form New Advertising Agency

FORMATION of a new advertising and publicity firm known as Bert M. Sarazan and Robert R. Nathan, with headquarters in Washington, D. C., was announced last week. The partnership will be closely integrated with Robert R. Nathan Assoc. Inc., economic consultants, but each business will be conducted independently, it was announced. New firm, specializing in servicing major retail stores, expects to handle national accounts, and radio is included in its plans.

The two men comprising the partnership are well known in advertising. Mr. Nathan during the war was chief of the War Production Board's planning committee and later deputy administrator of the Office of War Mobilization and Reconversion. For ten years Mr. Sarazan has been publicity and advertising director for The Hecht Co., one of Washington's large department stores, a post he is resigning effective Jan. 31. He has received a number of retail advertising awards and special citations from the Army, Navy, Treasury Dept. and Red Cross.

Philco Lists Patents

PHILCO Corp., Philadelphia, has listed 272 patents on the Register of Patents Available for Licensing or Sale. The register is maintained by the Patent Office as a public service. The action makes available for nonexclusive licensing on reasonable terms all Philco patents for radio receivers, including television, phonographs and other inventions. Details can be obtained from Philco Corp., C & Tioga Sts., Philadelphia 34, Pa.

Mt. Vernon, Ill., Green Bay, Wis., Knoxville, Win Proposed Grants

PROPOSED DECISIONS anticipating grants for a new 1-kw daytime station at Mt. Vernon, Ill. and new 250-w fulltime outlets at Green Bay, Wis. and Knoxville, Tenn. were released by the FCC last Tuesday.

The proposed grants went to:

Mt. Vernon Radio & Television Co., for operation on 940 kc with 1 kw daytime at Mt. Vernon.

Green Bay Broadcasting Co., Green Bay, for 1400 kc with 250 w fulltime.

Clarence Beaman Jr. trading as East Tennessee Broadcasting Co., Knoxville, for 1340 kc with 250 w fulltime.

Because they were mutually exclusive with the applications given proposed grants, FCC proposed to deny a Midwest Broadcasting Co. application for Mt. Vernon; one filed by Green Bay Newspaper Co. (FM permittee and publisher of the Green Bay *Press-Gazette*), for Green Bay, and one filed by Smoky Mountain Broadcasting Co. for Knoxville.

Extremely Difficult

The Commission conceded that the Mt. Vernon case was "extremely difficult" to decide. It chose Mt. Vernon Radio & Television over Midwest because the former is owned by 25 stockholders "drawn from all walks of life in contrast to those of the Midwest Broadcasting Co., who represent a single stratum in the area to be served."

"The Commission believes that diversification of community and business interests within the ownership of a broadcasting station may tend to create a salutary diversification of program service," the proposed decision asserted.

Mt. Vernon Radio & Television owners include John R. Mitchell, president (34.13%), head of a group of retail furniture stores in Mt. Vernon and Harrisburg, Ill., and Vincennes, Ind.; L. F. Tomlinson (34.93%), owner of an automobile company and the Goodyear-Philco store in West Frankfort; Virgil T. Bailey (5.66%), Mt. Vernon businessman, and 22 other Mt. Vernon residents who have not more than 2% stock interests in the company.

Owners of Midwest Broadcasting are Thomas N. Jordan, president (7.6%), former secretary of Mt. Vernon Chamber of Commerce, and the following Mt. Vernon businessmen with 15.4% each; Carl Schweinfurth, George F. M. Ward, Gerry A. Wood, Harold G. Watson, Ray W. Bundy, W. B. Myers.

In the Green Bay case, FCC favored Green Bay Broadcasting because its owners planned a greater degree of active participation in station affairs, with the rival Green Bay Newspapers' publishing activities also a factor.

Equal owners of Green Bay Broadcasting are Ben Laird, former manager of WOSH Oshkosh, Wis.; Irvin S. Kramlich, part owner of a retail grocery chain, and Clarence L. Kramlich, also in the retail grocery business.

The competing applicant at Green Bay, Green Bay Newspapers, is principally owned by Victor I. Minahan (13.68%), who directs the policies of Green Bay *Press-Gazette* and the nearby *Post-Crescent*; Andrew B. Turnbull (23.08%) part owner of the Post Publishing Co. at Appleton in addition to his duties at Green Bay Newspaper Co.; and Joseph Horner Jr. (6.27%), associated with the Green Bay *Gazette* and 5% owner of Post Publishing Co.

Local residence of active management was cited as the major reason for FCC's preference of Clarence Beaman Jr. over Smoky Mountain Broadcasting Co. Mr. Beaman has lived in Knoxville all his life except for 4½ years in the Army and 2½ years as an employe of Eastman Kodak Co., Rochester, N. Y. Smoky Mountain, the competing applicant, is headed by Will S. Hall (16⅔%), Knoxville retired businessman; Gary L. Marable (33⅓%), formerly with WBIR Knoxville and WSIX Nashville, who would be general manager of the station; and J. P. Roddy, businessman, and J. Fred Baumann and Thomas McCrosky, retired businessmen. Messrs. Roddy, Baumann, and McCrosky have 16⅔% interest each.

Hanna Named

JAMES E. HANNA, with N. W. Ayer & Son, Philadelphia and New York since 1927, has been made manager of the agency's radio department. He succeeds Robert Collins, who has joined George Hartman Co., Chicago, as assistant to Mr. Hartman.

Upcoming

Jan. 5-7: NAB Board of Directors, Mark Hopkins Hotel, San Francisco.
Jan. 6: First Formal Meeting, Hollywood Advertising Club, Knickerbocker Hotel.
Jan. 8: FM Assn. Steering Committee Meeting, Washington.
Jan. 8-9: NAB Area Meeting (Districts 15, 16, 17), Mark Hopkins Hotel, San Francisco.
Jan. 10: FM Assn., Organization Business Meeting, 10 a.m., Congressional Room, Hotel Statler, Washington.
Jan. 13-15: NAB Area Meeting, (District 14, part of District 16), Hotel Utah, Salt Lake City.
Jan. 14: Don Lee Stations (5) renewal hearings, Los Angeles.
Jan. 19-21: Mid-Winter Conference, Advertising Assn. of the West, Hotel Claremont, Oakland, Calif.
Jan. 22-24: NAB Sales Managers Executive Committee, Hotel Mayflower, Washington.
Jan. 27: Resumption CBS Color Television Hearing Before FCC, Federal Court House, New York.

Ft. Industry Sells WHIZ to Local Trio

Price Is $275,000; Pending Approval of FCC

SALE OF WHIZ Zanesville, Ohio, by Fort Industry Co. to O. B. Littick, president and publisher, and H. C. Littick, vice president and general manager of the Zanesville *Times-Signal*, and Ernest B. Graham, Zanesville attorney, for approximately $275,000 has been agreed upon subject to FCC approval. Mr. Graham is former owner of the station.

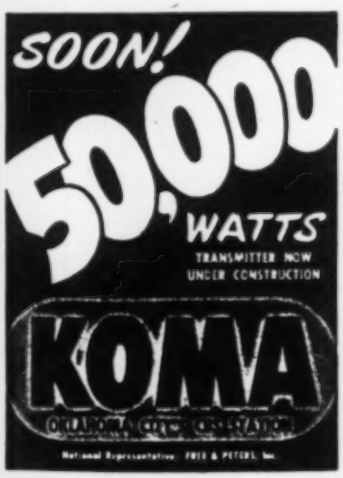
The transaction is in keeping with a commitment made by George B. Storer, Fort Industry president, when he contracted for acquisition of WJBK Detroit for $550,000 [BROADCASTING, Aug. 26]. This transaction, awaiting FCC approval, would give Fort Industry its eighth station, but with the sale of WHIZ the number of outlets would remain at seven. The transaction, it is understood, was completed by Smith Davis, president of the Smith Davis Co., newspaper and radio financiers. Transfer papers will be filed with the FCC by Horace L. Lohnes, Washington attorney, this week.

WHIZ is an NBC outlet, operating on 1240 kc with 250 w. Other Fort Industry stations are WSPD Toledo, WWVA Wheeling, WGBS Miami, WAGA Atlanta, WMMN Fairmont, W. Va., and WLOK Lima, Ohio.

WRRN Gets CPA Permit For Studio, Transmitter

WRRN Warren, O., has started work on its new studios and transmitter building following approval of plans by Civilian Production Administration. Total AM-FM transmitter expenditure will be $150,000, the station says, with location on a 23-acre tract at Lordstown, O. The building will be air-conditioned, with RCA equipment and four-tower array.

Studios will be renovated at cost of $35,000, using polycylindrical diffusion. The master control room will serve both AM and FM transmitters.



A REAL Christmas gift is presented by John Loftus, (l) manager of KPAC Port Arthur, Tex., to P. M. Moran, president of the board of the Thomas W. Hughen School for Crippled Children. KPAC put on a special one-hour Christmas Eve show for the children, sponsored by ten local firms, who paid ten times the card rate—and got no commercials. All proceeds went in a check to the school.

WMGM to Be Silenced For Antenna Installation

WMGM New York, WHN's FM affiliate, on Jan. 5 will go off the air 30 days to complete installation of its four-bay Western Electric 54A clover-leaf antenna, together with a new transmission line.

During the layoff the station's engineering staff will increase the height of the supporting structure of WMGM's antenna to 600 feet above sea level. It is expected the station's 10 kw amplifier will be placed in operation during the summer of 1947.

Non-Union Workers Only Given Bonus

Radio Writers Guild Calls NBC, ABC Action 'Discriminatory'

ACTION of NBC and ABC in granting Christmas bonuses only to non-union employes evoked a prompt and vigorous protest from Radio Writers Guild citing the networks' act as "discriminatory."

The letter from the Guild also accused the companies of placing "a premium on non-union employes and inversely penalizing those of its employes who are represented by the Radio Writers Guild for the purpose of collective bargaining."

The Radio Directors Guild also was to have held a council meeting late Friday afternoon (Dec. 27) to determine its reaction to the matter.

At ABC and NBC, all other employes from clerical help to executives received a bonus, but union members, such as staff musicians, writers, directors, producers and engineers, were not included.

At CBS, all employes, union and non-union alike, were given Christmas bonuses. No bonuses were given at MBS.

Jack Benny Leads N. Y. December Poll, 'Lux Theatre' Second, Pulse Reports

RADIO LISTENING in New York was on practically the same level in December as in November, according to the latest report of Pulse, Inc., which shows average quarter-hour sets-in-use rising only 0.1, from 23.9 to 24.0. In 1945 the increase was from 23.5 in November to 24.8 in December.

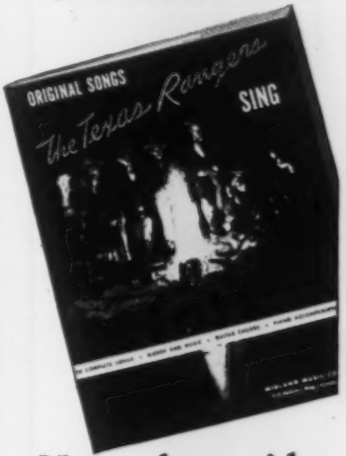
Jack Benny was the most-listened-to program by New Yorkers in December, Pulse found, with a rating of 26.3, followed by *Lux Radio Theatre*, 24.0; Fred Allen, 23.7; *Charlie McCarthy*, 23.0; Walter Winchell, 22.7; *Fibber McGee & Molly*, 20.0; Bob Hope, 19.0; *Mr. District Attorney*, 16.3; *Screen Guild*, 15.7; *Suspense*, 15.3; *Duffy's Tavern*, 15.3.

Weekday daytime top programs, according to Pulse, were *Kate Smith Speaks*, 6.9; *Aunt Jenny*, 6.4; *Helen Trent*, 6.3; *News—H. Clark*, 6.3; *Big Sister*, 6.3; *Our Gal Sunday*, 6.1; *Ma Perkins*, 5.9; *Rosemary*, 5.7; *Breakfast in Hollywood*, 5.7; *Breakfast Club*, 5.5; *Young Doctor Malone*, 5.5. Weekend daytime leaders were *The Shadow*, 11.3; *NBC Symphony*, 9.7; *Counterspy*, 9.7; *Quick as a Flash*, 9.3; *True Detective Mysteries*, 6.7; *Hour of Charm*, 6.3; *One Man's Family*, 6.3; N. Y. Philharmonic, 6.3; Giants vs. Los Angeles [WHN] 6.3; *Children's Hour*, 6.3.

In Philadelphia, where Pulse ratings are based on a two-month sample, quarter-hour sets-in-use average for November-December was 21.6, up a point from the 20.6 figure for September-October. Sets-in-use for November-December, 1945, was 22.9.

Philadelphia listening leaders were: *Lux Theatre*, 29.3; *Charlie McCarthy*, 25.0; Jack Benny, 24.5; Fred Allen, 23.8; Bob Hope, 23.8; *Dr. Christian*, 21.8; *Fibber McGee & Molly*, 21.5; *Mr. District Attorney*, 20.8; *Screen Guild Theatre*, 20.3; *Your Hit Parade*, 19.3.

Daytime favorites with Philadelphia audiences were: *Kate Smith Speaks*, 10.5; *Helen Trent*, 9.6; *Our Gal Sunday*, 9.5; *Breakfast Club*, 9.4; *Big Sister*, 9.4; *Aunt Jenny*, 9.4; *Ma Perkins*, 9.3; *Breakfast in Hollywood*, 8.6; *Young Dr. Malone*, 8.5; *Road of Life*, 8.0. Weekend daytime leading programs were: *Children's Hour*, 17.8; Football [WIBG], 14.3; *The Shadow*, 12.5; *Stars Over Hollywood*, 8.5; *Grand Central Station*, 8.5; *Ranger Joe*, 8.5; *Armstrong Theatre*, 8.3; *Music From Theatre*, 7.5; *Let's Pretend*, 7.0; *Elizabeth Hill—Songs*, 7.0; *S. Kaye Serenade*, 7.0; *RCA Victor Show*, 7.0.

Making *the best* even better!

Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

NBC has a RICH NEW PRIMARY AREA in California

KERO Bakersfield

RODMAN RADIO STATIONS
KFRE · KRFM · FRESNO
KERO · BAKERSFIELD ·

DOING A PEACH OF A JOB

KFXJ
GRAND JUNCTION
920 KC 1000 WATTS
MUTUAL

SERVING THE RICH FRUIT BELT OF WESTERN COLORADO

FOLLOW THE LEADER!

The *three largest* buyers of program time in Washington, D. C., nation's 7th-largest city, are ALL on WOL—*two on WOL exclusively!*

A COWLES STATION WOL

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.,
350 Madison Ave., New York,
(Rep.)
5000 WATTS—SOON!

IT'S A HABIT!
FOR 20 YEARS, FARMERS IN KANSAS AND NEARBY STATES HAVE TURNED TO WIBW FOR DEPENDABLE SERVICE AND PREFERRED ENTERTAINMENT.
WIBW The Voice of Kansas in TOPEKA

20 New FM Conditionals, 16 CPs

14 Permittees Already Have AM Grants From FCC

CONDITIONAL GRANTS for 20 new FM stations and construction permits for 16 others, including 10 permits issued "in lieu of previous conditions," were authorized by FCC last Thursday.

The Commission also granted the requests of Voice of Augusta Inc., Augusta, Ga., and Recorder Publishing Corp. Greenfield, Mass., for cancellation of conditional grants previously issued to them.

Fourteen of the conditional grantees are also AM licensees. These include NBC, which received a conditional for an FM affiliate for its KOA Denver; KLZ Broadcasting Co., for its KLZ Denver; Fort Industry Co. for WGBS Miami, and Westinghouse Radio Stations for KEX Portland, Ore. Ten of the construction permits went to AM licensees.

Class B Grants

Seventeen of the conditional grants were for Class B operations. They went to the following (AM association shown in parentheses):

Gadsden Broadcasting Co. (WJBY), Gadsden, Ala.; Thomas N. Beach (WTNB), Birmingham; Merced Broadcasting Co. (KYOS), Merced, Calif.; Connecticut Radio Foundation (WELI), New Haven; KLZ Broadcasting Co. (KLZ), Denver, Colo.; Port Frere Broadcasting Co. (AM grantee), Wilmington, Del.; Fort Industry Co. (WGBS), Miami; Hopkinsville Broadcasting Co. (WHOP), Hopkinsville, Ky.; Owensboro on the Air, Owensboro, Ky.; Champlain Valley Broadcasting Corp., Albany, N. Y.; Sky Wave Broadcasting Corp., Columbus, Ohio; A. V. Tidmore trading as Pottsville Broadcasting Co. (WPPA), Pottsville, Pa.; Jackson Broadcasting Co., Jackson, Tenn.; Nunn Broadcasting Corp. (WMOB), Mobile, Ala.; NBC (KOA), Denver; Southeastern Ohio Broadcasters (WHIZ), Zanesville, Ohio; Westinghouse Radio Stations (KEX), Portland, Ore.

Conditional grants for Class A stations were issued to Golden Empire Broadcasting Co. (KVCV), Redding, Calif.; Radio Elizabeth Inc., Elizabeth, N. J., and Beatrice Cobb, Morganton, N. C.

Stephen R. Rintoul, former licensee of WSRR (now WSTC) Stamford, Conn., is president and owns 47.9% interest in Champlain Valley Broadcasting Corp., conditional grantee for Albany and also an AM applicant there. Other stock interests are held by Trell W. Yocum (10.4%), half owner of Ridgway, Ferry & Yocum advertising agency, New York; Carlos A. Franco, (16.6%), of Young & Rubicam, New York; Mary B. Rintoul (4.2%); Helen W. Yocum (4.2%); and Edward S. Rooney (6.3%) and B. Jermain Savage (10.4%), partners in a law firm at Albany.

Other conditional grantees which have no AM affiliation are:

Sky Wave Broadcasting Corp., Columbus, Ohio—Owned by 29 stockholders headed by Gustav Hirsch (8%), head of an engineering and contracting firm, and including Ronald B. Woodyard (8%), 45% owner of WIZE Springfield, 22% owner of Dayton AM and FM applicants, also interested in an Elvria applicant, and former owner of WINK Ft. Myers, Fla., which he sold to United Garage & Service Corp. of Lakewood, Ohio, for $100,000 [BROADCASTING, Dec. 23]; Gebhard Jaeger (8%), head of Jaeger Machine Co.; William Prescott Baker (5%), bank executive; Ralph D. Henderson (8%), president of the Columbus Citizen; J. Frank Gallaher (8%), owner of a retail drug chain.

Owensboro on the Air, Owensboro, Ky.—Owned by V. J. Stele (president, 50.9%), owner of wholesale beer distributing and coal businesses; J. Millard Haynes (19%), principal stockholder of a cab company and partner in operation of automobile rental agency; M. A. Rhodes (19%), partner in a department store; Malcolm Green (11.1%), commercial manager of WOMI Owensboro.

Radio Elizabeth Inc., Elizabeth, N. J.—Owned by Frederick A. Brodesser (president and treasurer, 62.8% of common stock and 97.8% of preferred), in real estate, insurance and mortgage business; William Mason (31.4% of common and 2% of preferred), attorney; Emanuel Wagner (5.8% of common, 0.2% of preferred).

Jackson Broadcasting Co., Jackson, Tenn.—Owned by P. H. Russell (president, 20%), principal owner of Coca-Cola Bottling Co., Jackson; Issac B. Tigrett (10%), president of Gulf, Mobile & Ohio Railroad Co.; W. Culver White (10%), attorney, GM&O Railroad Co. executive and assistant to Mr. Tigrett; Frank B. Caldwell (24%), bank executive, other business interests; Belton O. Sullivan (12%), in New York Daily News advertising department; Glenn Dillon (20%), principal owner of Pepsi-Cola Bottling Co., Jackson; William Holland Jr. (4%), in dry goods store and other businesses.

Beatrice Cobb, Morganton, N. C.—Owner, editor and publisher of the twice-weekly Morganton News Herald and of the weekly Valdese (N. C.) News.

CPs Granted

Construction permits were issued to the following (power is effective radiated power; antenna height, height above average terrain; AM association in parentheses):

Orlando Daily Newspapers (AM grantee), Orlando, Fla.—Class B; 99.5 mc (Channel No. 258); 47 kw; antenna 500 ft.

* WAVE Inc. (WAVE), Louisville, Ky.—Class B; 99.9 mc (Channel No. 260); 28 kw; antenna 840 ft.

R. B. Page & R. B. Page Jr. d/b as Wilmington Star-News Co., Wilmington, N. C.—Class B; 92.5 mc (Channel No. 223); 37 kw; antenna 300 ft.

Leaf Chronicle Co., Clarksville, Tenn.—Class B; 98.7 mc (Channel No. 254); 3.1 kw; antenna 300 ft.

Jack M. and Louis R. Draughton, d/b as WSIX Broadcasting Station (WSIX), Nashville, Tenn.—Class B; 93.3 mc (Channel No. 227); 65 kw; antenna 705 ft.

Southern Broadcasting Corp., San Antonio, Tex.—Class B; 100.9 mc (Channel No. 265); 200 kw; antenna 415 ft.

KCMC Inc. (KCMC), Texarkana, Tex.—Class B; 92.5 mc (Channel No. 223); 40 kw; 420 ft.

* A. H. Belo Corp. (WFAA), Dallas, Tex.—Class B; 94.3 mc (Channel No. 232); 43 kw; 490 ft.

* WSMB Inc. (WSMB), New Orleans, La.—Class B; 93.5 mc (Channel No. 228); 158 kw; 510 ft.

* Intermountain Broadcasting Corp., (KDYL), Salt Lake City, Utah—Class B; 98.5 mc (Channel No. 253); 900 w; antenna minus 450 ft.

* Cornbelt Broadcasting Corp. (KFOR), Lincoln, Neb.—Class B; 97.3 mc (Channel No. 247); 58 kw; antenna 655 ft.

* James E. Lambeth, et al, d/b as Radio Station WMFR (WMFR), High Point, N. C.—Class B; 97.7 mc (Channel No. 249); 3.5 kw; antenna 340 ft.

* Winchester Sun Co., Winchester, Ky.—Class A; 104.3 mc (Channel No. 282); 770 w; antenna 210 ft.

* Express Publishing Co., San Antonio, Tex.—Class B; 101.5 mc (Channel No. 268); 330 kw; antenna 680 ft.

* Palm Beach Broadcasting Corp. (WWPG), Palm Beach, Fla.—Class B; 97.9 mc (Channel No. 250); 22 kw; antenna 235 ft.

* Daily News Publishing Co., Beloit, Wis.—Class B; 93.9 mc (Channel No. 230); 8.7 kw; antenna 350 ft.

* In lieu of previous conditions.

FM Assn.

(*Continued from page 16*)

includes the luncheon and expenses.

Mr. Hofheinz invited all FCC Commissioners to attend. Comrs. Walker, Durr, Jett and Hyde had accepted Friday and Comr. Wakefield, who was out of Washington, was expected to accept.

On the afternoon of Jan. 9 the FCC will set up a headquarters in the Statler Hotel to counsel and advise FM operators and applicants on engineering. Heading the FCC staff, which will remain at the Statler throughout the Jan. 10 meeting, will be Cyril M. Braum, chief of the FM Section, Broadcast Division, Engineering Dept.

Following is the tentative agenda, announced last week by Messrs. Asch and Marks and Everett L. Dillard, president of Commercial Radio Equipment Co., licensee of WASH (FM) Washington and KOZY (FM) Kansas City, also a member of the Steering Committee:

FRIDAY, Jan. 10
All sessions in Congressional Room, Hotel Statler, Washington

9 a.m.—Registration.
10 a.m.—Address of Welcome—Roy Hofheinz—FMA Steering Committee chairman.
Aims and Objectives of FMA—Everett L. Dillard.
Talk by Prof. E. H. Armstrong.
What the Agency and Advertiser Expect of FM—Hugh D. Lavery, McCann-Erickson, New York.
FM Set Picture of 1947—Dr. Ray Manson, Stromberg-Carlson Co.
FM Transmitter Picture for 1947—W. R. David, GE.
What Part FM Plays in the RMA "A Radio in Every Room" Campaign—Edward G. Taylor, Zenith Radio Corp.
FM Today—FCC Chairman Charles R. Denny.
GE Film, "Listen to FM."
12:30 p.m.—Luncheon, with FCC Commissioners as guests.
2 p.m.—Panel on "FM Needs Promotion," led by Preston Pumphrey, Maxon Inc., New York.
From the Viewpoint of AM-FM Operator—Lester H. Nafzger, WELD (WBNS) Columbus, Ohio.
What the Advertiser Has to be Shown by an Exclusive FM Broadcaster—Leonard L. Asch, WBCA Schenectady.
The Veteran Looks at FM Promotion—Raymond Kohn, Penn-Allen Broadcasting Co., Allentown, Pa.
Promoting FM by a Newspaper-Owned Station in City Under 500,000—W. W. Robertson, KTRN Wichita Falls, Tex.
Promoting FM by a Newspaper-Owned Station in City over 500,000—Charles W. Nax, St. Louis Globe-Democrat (tentative).
3 p.m.—General invitation to affiliate with FMA.
3:15 p.m.—Business Session.
Reports of Committees—Aims and Objectives, Finance, Membership and Nominating.
Election of Board of Directors.
Election of Officers and paid Executive Director.
Appointment of Committees.

FM Sets

(Continued from page 16)

gone into broadcast and television lines since the war and has extensive plans.

Colonial

Colonial Radio Corp., Buffalo, selling its entire output to Sears, Roebuck & Co., is ready to go into production on console and console combination models with the high FM band. Colonial does not plan a table model FM at present, being dissatisfied with the performance of experimental sets. The company feels that high-quality reception requires a chassis of console size.

Colonial has concentrated on console models since it can get cabinets in large quantities from the Sears furniture plant. Output of table models is picking up, however, and they will be available for the holiday trade. Main Colonial bottleneck in FM production has been a shortage of tuners.

The company has plans for two direct-viewing television models but has not yet gone into production.

Crosley

Crosley plans console models with FM and has one table model ready. Shipments of FM sets exceeded 7,000 in 1946, production having started in October. A new console model will come out in January. Most consoles have record player. FM low band is not included. Production of sets with FM during 1947 is expected to reach 120,000 units.

Electronic

Electronic Corp. of America will start producing AM-FM sets within three or four months. Usual component shortage is cited and percentage of 1947 with FM is not expected to be high though all expensive models will have the upper FM band.

Emerson

Emerson Radio & Phonograph Corp. will start manufacture of FM receivers in the next few weeks. Delay in starting output is attributed to shortages of components. Models with FM will carry only the high band. No estimate was made of the percentage of 1947 output carrying FM but the figure is not expected to be high.

Farnsworth

Farnsworth Television & Radio Corp. is not yet prepared to disclose plans but its long-range program is known to include both table and console FM models.

Galvin

Galvin Mfg. Corp., Chicago, has started production of 25 FM sets per day, planning expansion to 250 per day during December and 500 per day by Feb. 1. Extent of the increase is based on the supply of cabinets and components. Probably 10% of total output will contain FM. All will be console models for the present since plans for FM table sets are not complete.

General Electric

General Electric Co., ardent FM booster of many years standing, will go in heavily for FM in its 1947 production. The company says its FM receivers such as the console combination Model 417 have been well received by the trade. GE promoted FM extensively even before the war was over.

Hallicrafters

Hallicrafters Co. considers home receivers a secondary item to their production of amateur sets. The company's Echophone home models will have the upper FM band, but the company will concentrate on six-band AM-FM sets covering the entire spectrum to 110 mc. It produced 750 sets in a recent two weeks and is aiming toward 200 per day.

Howard

Howard Radio Co., Chicago, has scheduled production of 150,000 FM sets in 1947, getting under way during the spring. Of this total 10,000 will be table models. Average console price will be $250, with 40% of total production slated to include the upper FM band.

Majestic

Majestic Radio & Television Corp. will go into production soon with FM models, perhaps 20% of the total. Only the high band will be included. Console and table types are planned, with the console including AM-FM and phono attachment.

Philco

Philco Corp., with total set production close to an alltime record, is unable to supply the demand for receivers with FM. The company developed its own FM circuit, claiming marked improvement over the Armstrong circuits. Thus far it has not announced a line of table models with FM.

Despite high output, Philco officials say they are experiencing difficulty in keeping dealers stocked with models promoted on the Bing Crosby transcribed program. The program really brings buyers into the stores, they explain. Total set production improved rapidly during 1946 and flow of components and parts has smoothed out. A line of television models will be introduced next year.

RCA

RCA has had more than its share of reconversion problems because of its heavy military production, with FM set production suffering as a result. One model listing over $400 has been shipped to wholesalers. It contains AM, FM, shortwave and a record-changing device.

Design and engineering delays involved in development of an FM circuit in assembly line production have been overcome and shipments in quantity are expected to start in January or February, with emphasis on console rather than table models. RCA's original "kickoff" line of AM receivers has been well received but production has been below expectations. Like other companies RCA has suffered by component shortage and cabinet problems, including the strike in the bakelite industry.

RCA has big television plans, with orders far exceeding present production. The consumer service policy under which a video receiver is installed and serviced one year for $50 has proved popular.

Sonora

Sonora Radio Corp. expects to start AM-FM phono combinations in January. Company has had trouble obtaining wood, copper and components.

Stromberg-Carlson

Stromberg-Carlson Co. is another manufacturer with an extensive FM background. Dr. Ray H. Manson, president, is one of the pioneers of FM. A fortnight ago he persuaded the Radio Manufacturers Assn. board to specify that FM reception be featured in the RMA's $50,000 "radio-in-every-room" drive. The company claims to have the first successful push-button FM set. The 1947 production will feature FM.

Westinghouse

Westinghouse Electric Corp. is producing some 14-tube upper band FM console models at its Sunbury, Pa., plant and has table models in the planning stage with engineers working on circuit designs. New lines will be introduced next year, with a good share of models emphasizing AM-FM tuning with or without phonograph.

Like other manufacturers Westinghouse is harassed by material shortages, varying from day to day. A recent flood threat forced the Sunbury plant to move equipment out of possible danger, further delaying production.

Zenith

Zenith Radio Corp. will include FM in all receivers priced over $50, with the exception of table model phonograph combinations and one console model. The company led the Chicago field in FM, having long ago designed models with both the 40 mc and the new FM bands. Comdr. E. F. McDonald Jr., Zenith president, offered to show other companies how to install the old band for as little as 50 cents per set.

The company takes the position that AM-FM sets can be produced as cheaply as AM-shortwave receivers despite present higher production costs for AM-FM. Shortage of cabinets is described as the main problem. Zenith was one of the first on the market with FM table models.

1947 TO BE BIG YEAR FOR FM, FREED SAYS

THE RADIO INDUSTRY will make its greatest strides in FM during 1947, according to a year-end statement issued last week by Arthur Freed, vice president and general manager of Freed Radio Corp.

Mr. Freed predicted that "FM broadcasting will be available to the public in practically every state in the union in 1947 . . . several million families will be listening to FM in their own homes before the close of next year, and for the first time will enjoy FM's special advantages of static-less, high-fidelity reception."

He cited the "demand by James C. Petrillo for duplicate fees from all broadcasters who would ordinarily broadcast the same programs over both their AM and FM stations" as being the "most important factor which is still preventing the broadcasting industry from giving the public the best FM service of which it is technically capable."

In this connection Mr. Freed pointed out that all broadcasters have refused to comply with Petrillo's demand and that none of the most popular radio programs will be available to FM listeners until a solution is reached. "This important problem . . . will be brought before the new FM Assn., which is now being organized in Washington," he said. (See page 16.)

Musicians Sponsor

NEW ORLEANS musicians, members of Local 174 of AFM, starting Jan. 7 will sponsor their own program on WWL New Orleans with performers receiving broadcast pay from the local union. The program is titled *Come on and Hear* and will seek to display local band talent and to create further employment for the orchestras. Set for 13 weeks in Tues. 8:30 p. m. spot, program will feature a different band each week and include brief interviews with leader and talent in addition to message about the place of musicians in community life. Martin Burke is writer on series.

To Test Video

HUNTLEY Ltd., New York, distributor of a new men's toiletry set named "Raffia," will start a weekly television program early in 1947 as a sales promotional test in the New York area. The series, to be presented as a 13-week test on a yet unnamed station, will present male models displaying the latest in men's clothing, with a commentary by a well-known men's magazine fashion expert. If program proves successful, Huntley will maintain show on a year-round basis over other major cities equipped for television.

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PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager for new midwest radio station. Must be presently employed as manager or assistant. Write detailed letter of qualification and starting salary. Box 305, BROADCASTING.

Program director for new 1000 watt daytime station in progressive North Carolina city. Send photograph, references, and experience. Box 421, BROADCASTING.

Local salesman—Experienced, ambitious salesman with 1 kw station in central Illinois. Give details and salary expected in first letter. Box 438, BROADCASTING.

Radio instructors wanted. Must have first class phone license plus three years practical experience. Good working conditions and good pay. Box 444, BROADCASTING.

Wanted immediately—Announcer. Send complete details and picture first letter. Box 453, BROADCASTING.

All positions open for new full time station. Probably will start operations in about six months in major market. Veterans given preference. Above average salaries. Replies confidential. Box 458, BROADCASTING.

Radio news man: Opportunity for energetic reporter, preferably experienced in gathering and writing local news and in selling and servicing local advertising accounts. Good radio voice and own auto essential. Write full details and give three references in first letter. Box 463, BROADCASTING.

Now accepting applications for complete staff by mail only. Send all information to KDWT, Stamford, Texas.

Wanted—Transmitter engineer. First class license. Write to Chief Engineer, WIBX & WIBX-FM, Utica 2, New York.

Two first class ticket combination operator-announcers for new station located in heart of hunting and fishing country. Housing guaranteed. Dry climate. KPRK, Livingston, Montana.

Two transmitter operators wanted at brand new 250 watt CBS affiliate in the sunny southwest. Jobs open immediately. Wire or write Ed Talbott, KOSA, Odessa, Texas.

Combination men for new station opening, Tucson, Arizona. State qualifications in letter. Old Pueblo Broadcasting Co., 77 North Court.

Salary is good, working conditions more than agreeable, advancement possibilities over average, if you are an operator-announcer "looking". Send all replies and voice audition immediately. KXLF, Butte, Montana.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KXLJ, Helena, Montana.

Wanted—Experienced salesman for 250 watt station. Give complete details first letter. Manager, KXIK, Great Falls, Montana.

If you are a top flight versatile announcer with a first class radio telephone license there is an opportunity immediately available to live in the mild climate of one of California's most beautiful and progressive cities and to join the program and production team of one of the west's most alert stations. If you think you can qualify and are seeking a permanent association in an ideal place to live with excellent chances for advancement wire or write immediately to Lincoln Dellar, Manager KXOA, the Mutual Don Lee station, Sacramento, California.

Need experienced time salesman immediately who knows small markets for station on the air sixty days. Territory wide open. Will make profitable arrangement with right man. Also need one announcer, some experience preferred. C. Leslie Golliday, WEPM, Martinsburg, W. Va.

WANTED!

Disc Jockey-Announcer

If you're looking for a step up—this is it. 5000 watt progressive network affiliate in a major midwest market has opening for talented disc jockey-announcer, aged 24 to 30, who has style, originality, and ability. Send complete background information, auditiin disc, and references to

Box 442, Broadcasting

Help Wanted (Con't)

Now open — Sales manager-salesman, chief engineer-writer, announcer-engineer. Radio's Reliable Resources, Personnel Service, Box 413, Philadelphia.

Announcer for new 500 watt daytime station. Prefer midwest man, capable of doing play by play sports. Send disc and complete details with first letter. WILS, Whitmyer Bldg., Lansing, Mich.

Announcer with first class license. $250 per month plus bonus. Send transcription, snapshot reference. KXLE Ellensburg, Washington.

Wanted: Experienced announcer-producer for southeastern prestige commercial station. Prefer man with southern background and ability to grow in sound staff organization. Write Box 471, BROADCASTING.

Engineer-announcer, new station, Mutual affiliate, prefer single man, due to housing shortage. Ideal working conditions. Station authorized to employ under GI training program. 40 hr. wk. Engineering experience not necessary. Write KBMY, Billings, Montana.

Announcer, network affiliate has opening for experienced man able to handle record shows, commercials . . . some control work. Salary open to right man. Send disc, background, photo to Lew Lowry, Program Director, WHIT, New Bern, North Carolina.

Situations Wanted

Man with excellent administrative and promotional experience plus fine musical background desires connection with agency or station as program-production manager. Outstanding references. Box 414, BROADCASTING.

Radio director-account executive desires change. Successful agency and radio station background in radio production, writing, sales. Box 422, BROADCASTING.

Experience counts! Here's mine. 2½ years chief engineer NBC affiliate. 2½ years program director NBC affiliate. Experienced continuity writer. 1 year radio theory instructor. 1 year air lines radio station. 3 years ship radio officer. Prefer employment southern or western station. Address Box 435, BROADCASTING.

Announcer, experienced in record shows, newscasting, commercials, some dramatics and writing. Protege of top New York announcer. Disc and photo available. Box 455, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, experienced. Studios, transmitters, recording. Make offer. Box 456, BROADCASTING.

Chief engineer desires move to northeastern quarter of United States. Experienced directionals, installation, highpower, FM. Two years college, capable, sober, reliable family man. Plenty of broadcast experience. Box 457, BROADCASTING.

New England only: announcer, top production, news experience. Desires allround position where family can be located. Box 459, BROADCASTING.

Situation wanted: Program director, five years in radio, metropolitan and local, age 35, married, available in two weeks, prefer North Carolina or Virginia, or where housing available. Box 460, BROADCASTING.

Engineer. Experienced, veteran. First phone. Want to work in northeast. Married. If possible, would like to invest in station. Box 461, BROADCASTING.

Engineer: 1st class, desires change. Fully experienced all phases of broadcast engineering, installation, maintenance and operating. New chief. Prefer transmitter. Available 15 days. Reply Box 462, BROADCASTING.

Production minded? Topnotcher available thru Radio's Reliable Resources. Box 413, Philadelphia.

Program director, small station. Permanent, responsible position desired. Experienced as program director of 250 watt independent, also state public relations director of national farm federation. Single, 26, B.A. degree. Box 448, BROADCASTING.

Station manager or program director—15 years network experience New York City, including radio publicity and public relations. Thorough musical background. College grad. Vet. Best references. Box 449, BROADCASTING.

Program director. All-inclusive six year AM-FM background. Veteran. College graduate. Seek permanent affiliation with progressive station that requires results. Prefer eastern area or Florida. Available Feb. 1st. Box 450, BROADCASTING.

Newsroom opening wanted by daily reporter; past news editor trade journal; editor Navy monthly; managing editor college daily. Salary, location secondary. Box 452, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer: Competent engineer of several years varied experience, desires position chief engineer local or regional station. Box 464, BROADCASTING.

Announcer, highly qualified, versatile, large station experience. Veteran. Also background professional writer, broadway actor, news-editor-commentator. Seeks job within 200 miles New York. Transcription available. Box 465, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Announcer, veteran, college background, disc and photo available. Will send full details. James C. Wagner, 1241 N. Avers Ave., Chicago 51, Ill.

Want a versatile working team? Three young ambitious announcers looking for good opportunity. News, platters, spots. Cooperation is our by-word. Box 466, BROADCASTING.

Young veteran with voice to sell. Trained at Radio City. Experienced in spot commercials, newscasts and platter shows. Disc and photo on request. Box 467, BROADCASTING.

Announcer, bright ideas, versatile, college, single. 2 years experience N. Y. station. Commercials, newscasting, narration, production. Will travel. Box 468, BROADCASTING.

Station manager available. Successful record of administrative, sales, public relations, programming, personnel and civic activity. Excellent reputation and references. Reliable and permanent. Box 470, BROADCASTING.

Announcer would like staff position. Qualified announcer, actor, director, seven dialects. Could direct local dramatic show for radio or audience show. Army experience plus two years college covering field. Box 472, BROADCASTING.

Engineer-announcer desires change to progressive station with pleasant working conditions. $55 minimum. Box 473, BROADCASTING.

Announcer, veteran, married, 25, conscientious, reliable. Graduate of radio school. Four and a half years of college. Trained all phases radio broadcasting. Disc, photo available. Prefer central eastern area. John Drew, 1224 Maple Avenue, Evanston, Illinois.

For Sale

For sale or rental—A three story, brick house in Columbia Heights, first commercial zone; sound-proofed for radio or recording studios; Ample grounds for additional building. Box 428, BROADCASTING.

Immediate delivery. New Presto model 6-N recorders. Box 454, BROADCASTING.

250 watt composite transmitter, recently taken out of use. Complete set of spare tubes. WGCM, Gulfport, Mississippi.

STATION MANAGER

Newly authorized, full time, 5 kw regional desires to contact an aggressive, experienced station manager available within the next few months to begin assembling staff and setting up an efficient organization to function under him in profitable operation beginning about May 1st. The man we want must be experienced, stable and have a record of results achieved before the war boom. Organizing, administrative, and sales experience coupled with thorough knowledge of all phases of station operation and ability to make self and station a part of civic life are what we want. Compensation open. Please give sufficient details for intelligent appraisal in first letter. Address Box 451, BROADCASTING.

To BROADCASTING Advertisers . .

AN IMPORTANT REMINDER!

Rate card No. 4 will be in effect Jan. 1, 1947 for all 1945-6 regular advertisers, as previously announced. The minimum rateholder space applicable to frequency discounts is ⅛ page (2" x 5½" or 4 1/16" x 2¾"). Contract for minimum space permits advertiser to use larger space units at contract rate. The 1/16th page size is retained, but larger space units run on a 1/16th page contract will be billed on the one time rate.

★ *Two inch and ⅜ page sizes have been discontinued.*

U. S. Appeals Petrillo Decision; Case Seen Before Supreme Court

CLEARING the way for an early Supreme Court decision on constitutionality of the Lea Act, the Government late Thursday filed in the U. S. District Court, Chicago, an appeal from the decision handed down Dec. 2 [BROADCASTING, Dec. 9] by Federal Judge Walter J. La Buy dismissing charges against James Caesar Petrillo, AFM president.

Judge La Buy now will certify the case to the Supreme Court and send up the record. The Government and Petrillo counsel will file briefs and oral argument will be heard before the high court. A final decision is expected in the spring, according to Government attorneys.

Meanwhile the Senate Republican Labor Committee, named following the election by Sen. Robert A. Taft (R-Ohio), chairman of the Steering Committee, is working on new overall labor legislation to be presented early next month. That legislation is expected to include the Lea Act, making its provisions applicable to all business rather than just broadcasting.

Contrary to Congress

Filed by LeRoy Krein, assistant U. S. District Attorney in Chicago, the Government appeal said Judge La Buy's decision was contrary to the wishes of Congress, which passed the Lea Act following investigations from 1942-45. Judge La Buy erred in holding that the Act was indefinite in its definition, the Government contended, adding that the Lea Act wording was not so indefinite as some statutes which the Supreme Court has sustained.

The Act "represented the deliberate judgment of Congress as to the existence of an evil affecting the broadcasting system of the nation and as to the best method of remedying such an evil," said the Government appeal. "The very fact that the decision here nullifies an act which Congress deemed necessary for the welfare of the nation in itself establishes the substantiality of the constitutional questions involved."

The Government's Criminal Bill of Information which Judge La Buy dismissed on motion of the AFM chieftain, "did not charge the defendant refrained from work, but attempted to coerce the licensee by causing others to discontinue their working," said the appeal. "The fact that a man may not be forced against his will to perform labor for another does not mean he has an absolute right to agree with others to refrain from working for a particular employer with the avowed purpose of requiring that very same employer to employ him under different conditions," the appeal continued.

Judge La Buy had held that the Lea Act prohibits "peaceful picketing" but the Government appeal denied that, contending it "prohibited coercion by means of picketing."

KTRN Takes Air

FM station of the *Wichita Daily Times*, KTRN, Wichita Falls, Tex., began operations Dec. 23 on 97.7 mc with limited power of 250 w. Dedicatory program presented civic leaders and officials of the station and its owner, Times Publishing Co. Special holiday programs were aired Christmas. Station will soon increase power to 5,600 w and by summer to full power of 28 kw. Manager and chief engineer is William W. Robertson. Other members of staff include Louis C. Pitchford Jr., program director; Johnnie White, commercial manager; Hugh Shaw and Howard Demere, announcers; James Farmer and Harvey Bannister, operator engineers; Dixie Potter Chenault, director of women's activities. Daily schedule at first is 3-9 p.m.

For Sale (Cont'd)

Television broadcast equipment—Available for immediate delivery new guaranteed studio equipment for 525 line Black & White RMA Standards. Synchronizing pulse generators, monoscopes and monitors. Camera mixing amplifiers. Polarad Electronics Company, 135C Liberty Street, New York 6, N. Y.

500 mm flashing beacon for radio tower. Meets CAA requirements. Brand new in original crate. WSGC, Elberton, Ga.

For sale—General Electric model 51 wire recorder. First class condition. For cash $485 or best offer. KOIL, Omaha, Nebr.

Manufacturer has for immediate delivery: professional bench type studio recorders; dual speed; synchronous drive; for finest transcription cutting; $695 net; only three left. Airmail for photographs and specifications. Box 469, BROADCASTING.

For sale—Immediate delivery, one 1000 watt Kluge transmitter, two sets tubes, FCC approved. Drawings furnished. Price $5200 cash. Located southwest. Telephone 3-4236, Tulsa, Okla.

Wanted to Buy

15 years manager of station wishes to buy, or buy interest in, and manage southern station. Address Box 343, BROADCASTING.

Wanted: Tower, 190 feet self-supporting, complete with lighting equipment; two turntables and other equipment. Give price and full details. Box 433, BROADCASTING.

Financially responsible young man (37 years) college, married, one child, 15 years newspaper and radio advertising experience, interested in purchasing control or substantial interest in station anywhere in Florida. Part of deal must involve use of his services as station manager or commercial manager. Will be vacationing in Florida Dec. 21st to Jan. 21st. Can contact principles during that time. All replies confidential. Complete information requested first letter. Box 436, BROADCASTING.

Miscellaneous

Applications prepared for AM broadcasting stations. Complete assistance including engineering, technical, frequency selection, etc. Low fees. Southern Broadcasters, 720 Weiblen, New Orleans 19.

Jockey's comedy collection, $2.00. Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

Appraisals. Counsel to prospective station owners, based on twenty-six years of practical broadcasting experience. George H. Jaspert, Radio Consultant, Little Bldg., Boston 16, Massachusetts. Hancock 4948.

SCRIPT WRITER AVAILABLE

Background of continuity, publicity, news and research in commercial and public service broadcasting. Four years experience with leading stations. Available January. Excellent references. This ad is placed by his employers in acknowledgement of his valuable past service.

Box 474, BROADCASTING

FOR SALE

New unused

5 kilowatt transmitter

Available now—one Western Electric 405B-2 5 kw transmitter for operation from 230 volts, 60 cycle, 3 ph, complete with oscillators, vacuum tubes, voltage regulator, control console and three inch RCA oscilloscope to be used in adjustments. Request for increased power makes this unit inapplicable to our need. For complete details contact: C. K. Beaver, General Manager, Radio Station KTBS, telephone 3-3673, Shreveport, Louisiana.

NOW YOU CAN

INCREASE

YOUR EARNING POWER IN RADIO!

Unless you have had specialised training in radio, under expert guidance—you may not have capitalised completely on your talent. Now is the time—with more and more people coming into radio—to develop your capacities to the fullest degree.

Betty Wason, former war correspondent for CBS: "Your course is a provocative beginning for the novice in radio, and an excellent brush-up for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcasting—oldest school in America teaching broadcasting techniques—offers a complete course of study, including announcing, acting, script-writing, etc. Under the direction of Alice Keith, nationally famous author and educator. GI accredited.

★

Address inquiries to:
NATIONAL ACADEMY OF BROADCASTING
1366 Irving St., N.W., Dept. 108, Washington 10, D. C.

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

FOR SALE

FLORIDA RADIO STATION

in St. Augustine

Florida's Oldest City . . . and a prosperous and settled market with rich agricultural back country.

In order to comply with FCC's duopoly rule, we must sell Station WFOY, bonus CBS outlet in St. Augustine. It will take more than $100,000 to buy this station, so please do not inquire unless you are prepared to talk in such figures. We are interested in dealing with responsible parties only. Address all communications to Glenn Marshall, P. O. Box 4428, Jacksonville, Florida

IT'S GREAT TO LIVE AND MAKE A LIVING IN FLORIDA --- THIS IS YOUR OPPORTUNITY

WEAM ARLINGTON TO GO ON AIR EARLY IN '47

CALL LETTERS WEAM have been assigned by the FCC to a new station scheduled to begin operations on 1390 kc early in 1947 in Arlington, Va. Licensee is the Arlington-Fairfax Broadcasting Co. Inc.

Appointment of Perry Walders as commercial manager of WEAM was announced last week by J. Maynard Magruder, president of the corporation. Mr. Walders was commercial manager of WPIK Alexandria, Va., last year and has had previous radio experience with WINX and WWDC and WITH Baltimore.

Studios and offices of the new station will be at 2030 16th Street N., Arlington.

In addition to completing preparations for opening of the new AM outlet, Arlington-Fairfax Broadcasting Co. also has filed application for an FM station in Arlington, Mr. Magruder announced.

Williams Named

ROLLIE R. WILLIAMS, former production manager and account executive of KMOX St. Louis, last week was named general sales manager of KSOO Sioux Falls, S. D. Mr. Williams began in radio 18 years ago broadcasting over Twin Cities stations while attending the U. of Minnesota. He was with KMOX for 11 years.

Music Major Portion of CBS 1946 Air Time, Report Shows

BY THE END of 1946, CBS will have transmitted a total of some 27,500 broadcasts occupying 8,600 hours, it was disclosed last week in the CBS year-end review for 1946.

The breakdown, which shows that music occupied the most air time, is divided into six categories.

	Total Broadcasts	Total Air Hours
Drama	7,750	2,400
News and Sports	7,000	1,300
Music	7,000	2,700
Talks and Discussions	3,950	1,300
Variety and Comedy	1,600	800
Religion	200	100

Reflecting radio's response to peacetime issues, CBS public affairs discussions increased from 291 broadcasts, totaling 93 hours in 1945, to approximately 500 broadcasts, totaling 150 hours in 1946. Program series in this bracket consisted of programs such as *In My Opinion, Open Hearing* and *Time for Reason*, all of which brought free discussion and opinion to the CBS audience. Other similar series were *Report From Washington, You and the Atom* and *You and Alcohol.*

The report also announced that as of Jan, 1. 1947, CBS network will include 162 stations, 11 new affiliates having been added since the start of the year. Columbia's Latin American network (Cadena de las Americas) grew in 1946 from 116 to 124 stations. Throughout the year nine shortwave transmitters broadcast CBS programs beamed to the world in 14 languages.

Recognition for Columbia's achievements came in a number of honors, including the Peabody award for outstanding news reporting; the Morris Liebmann Memorial Prize for electronic research to Dr. Peter Goldmark, inventor of CBS color television; and the Wendell Willkie "One World Award" to Norman Corwin, CBS writer-producer-director. This award provided Mr. Corwin with a 37,000-mile global air voyage to gather material for his new network series slated to begin in mid-January, 1947.

KPAC

MBS

BMB

New Muscatine Station Will Go on Air Jan. 5

KWPC Muscatine, Iowa, 250-w daytime station on 860 kc, will go on the air Jan. 5, officals announced last week. George J. Vogler, one of the three partners in Muscatine Broadcasting Co., the licensee, is manager of the station, Muscatine's first. He formerly was with NBC program and recording departments in Hollywood and Art Rush radio agency, also in Hollywood.

Other station executives include Phillip Dusenbury, formerly of WCKY Cincinnati, commercial manager; Virgil Godfrey, formerly of KBUR Burlington, Iowa, program director, and Elmer Christenson, formerly of KBIO Burley, Ida., chief engineer.

KWPC is affiliated with the Iowa Tall Corn Network. It has full United Press radio service and NBC Thesaurus transcription library. Donald Cooke Inc., New York and Chicago, is national sales representative.

Partners in Muscatine Broadcasting, in addition to Mr. Vogler, are Thelma J. Vogler, musician and teacher, and Charles A. Henderson, in the automobile business. Grant for the station was issued by FCC on June 13 [BROADCASTING, June 17].

Radio Telephone Test

OFFICE-TO-CAR and car-to-car communication system is to be used on truck farm of King Farms Co., Morrisville, Pa., under first experimental Class 2 (industrial) grant in which equipment will be owned, installed, operated and maintained by Bell Telephone of Pa., according to FCC. One land, one mobile station with 11 units, is to be used. Frequency 156.99 mc has been assigned temporarily.

WGNB IS OFFERING TIME ON COMMERCIAL BASIS

WGNB, *Chicago Tribune* FM station, became the first FM outlet in Chicago to offer time for commercial sale, Dec. 23, following an announcement by Marian Claire, station manager, of the appointment of Fred A. Weber as salesman.

Mr. Weber was formerly associated with Burn-Smith Co., Chicago station representatives. In addition to selling airtime, Mr. Smith also will sell space in the WGNB program booklet which is issued without charge to more than 3,000 listeners.

WGNB first went on the air in September 1944 as W59C and changed to its present call letters Nov. 1, 1945. It plans to offer local live and transcribed programs for sale at the base charge of $75 per hour. No spot announcements will be sold, except time signals, the rate for which is $1.50 before 6 p. m. and $3 after 6 p. m., with a minimum of six per week. Single time announcements are $3 if after 6 p. m. and $5 after 6 p. m.

WGNB currently operates on a seven-hour daily schedule.

New N. Carolina Station Is Launched at Leaksville

WITH A LARGE representation of prominent local citizens participating, WLOE Leaksville, N. C., operating on 1490 kc, held its formal opening Dec. 22. Initial broadcast brought to the microphone town and county government officials, ministers, civic and club leaders, boy and girl scouts, school officials and representatives of labor and industry, according to Douglas L. Craddock, owner and general manager of the station.

Besides Mr. Craddock, WLOE has nine full-time staff members and two part-time employes. In the construction of its main studio an original idea was incorporated, Mr. Craddock says. Walls were padded with cotton from a Leaksville textile firm, then covered with bedspread material woven in Marshall Field mills at Leaksville.

Tenn. Local Plans

A FEBRUARY start is planned for the new 250 w fulltime station in Harriman, Tenn., granted just a fortnight ago to Harriman Broadcasting Co. [BROADCASTING, Dec. 23]. Station will be on 1230 kc; call letters have not yet been assigned. James R. O'Donnell, part owner and station manager, has announced fulltime Mutual affiliation, UP news service and NBC Thesaurus library. Negotiations are under way for Keystone Broadcasting System. Mr. O'Donnell was formerly program director of WLAR Athens, Tenn., where he wire-recorded the veterans' revolt at city elections, coverage of which was fed by WLAR to surrounding stations and the Mutual network. [BROADCASTING, Aug. 12].

Radio Tube Production 40% Above 1941 Figure

RADIO receiving tube manufacturers are producing at an average monthly rate of approximately 40% over the 1941 average, according to a year-end statement released last week by M. F. Balcom, chairman of the Radio Tube Committee, Radio Manufacturers Assn.

Mr. Balcom, also vice president and treasurer of Sylvania Electric Products, said that "during the first half of 1946 the industry suffered seriously from increased material and labor costs to the point where manufacturers were producing at a serious loss. However, toward the latter part of the year price increases authorized by the OPA helped to ease the situation."

"Barring unforeseen economic upsets," he said, "a high level of production can be maintained by the industry during 1947. Production is progressively increasing, and no serious tube shortage is anticipated by the end of the first quarter of 1947."

WCAW to Start Jan. 1 At Charleston, W. Va.

WCAW Charleston, W. Va., the city's' fifth station, is scheduled to go on the air New Year's Day and will present a dedicatory broadcast featuring talks by Gov. Clarence W. Meadows and Charleston Mayor D. Boone Dawson. An independent, WCAW will operate on 1400 kc with 250 w fulltime.

The station is owned by Capitol Broadcasting Corp., headed by Garland Wilkinson, chief deputy assessor of Kanawa County. Kenneth N. McClure, formerly of WFMJ Youngstown, Ohio, and a veteran of 42 months in the AAF, is manager. William D. Stone, former chief technician of the State Police Radio System, is chief engineer, and Leslie W. Smith, who has headed his own advertising agency at Raleigh, N. C., is commercial manager.

Jim Flenniken, former production manager of WKBN Youngstown, is program director. Other staff members include Wes Johnstone, promotion manager; George Oleson and George Barry, announcers; and Louise Egbert and Jane Barksdale, in charge of women's features.

Postpone Renewal

RENEWAL HEARING for KONO San Antonio, on programming issues [BROADCASTING, Nov. 11], has been postponed from Jan. 6 to March 3 because of illness of Eugene J. Roth, the licensee, FCC announced last week. The postponement, ordered on petition of KONO, also moved the hearing from San Antonio to Washington. The petition said Mr. Roth suffered a heart attack in November and that it appeared unwise for him to participate in the hearing on the scheduled date. The hearing also will cover KONO's FM application.

SANTA CLAUS arrived by television in many homes this year as new television sets came off the production lines for Christmas. Here Peggy and Susan Toal, 5 and 7-year-old daughters of E. "Pat" Toal of General Electric's receiver division, take a peek at old St. Nick on the GE model 801 direct view set in their Westport, Conn., home.

50 KW CANADA OUTLET IS ASSIGNED 1010 KC

ANNOUNCEMENT of a new 50 kw Class I-A station on 1010 kc at Red Deer, Alta., which involved shifting of two established stations to new frequencies has been made by the Canadian Government to signatory nations of the North American Regional Broadcasting Agreement.

The new clear-channel outlet is scheduled to begin operations Jan. 12. In the shift CFCN Calgary, Alta., a 10-kw Class II station, was moved from 1010 kc to 1060 kc, while CJOC Lethbridge, Alta., shifted from 1060 kc to 1220 kc. Other Canadian changes contained in the NARBA notification were:

560 kc—CFRA Ottawa, Ont., assignment of call letters, to start operations Jan. 12.

630 kc—CKRC Winnepeg, Man., 5 kw, DA-N, Class III-A, change in DA.

790 kc—CKSO Sudbury, Ont., 5 kw, DA-N, Class III-A, started July 10, 1946.

1240 kc—CKDO Oshawa, Ont., assignment of call letters.

To Discuss Selling

FRANCES FARMER WILDER, consultant on daytime programs for CBS and former director of education for Columbia's Pacific network, will discuss the return of competitive selling in 1947 at a Midwest Inter-City Conference of Women's Advertising Clubs Jan. 11 and 12 in St. Louis. Other speakers will include: Elon G. Borton, AFA president, New York; Clyde Bedell, Chicago retail consultant; Miss Beatrice Adams, executive vice president, Gardner Advertising Co., St. Louis, and Mrs. Prudence Allured, Chicago, a vice president of AFA.

Reed Quits IBEW Post; Plans Personnel Service

W. L. REED, international representative of IBEW handling the union's broadcast matters, has resigned as of Jan. 1 to open an office in the Midwest. He plans to operate a broadcasting personnel service, specializing in labor relations.

For the last three years Mr. Reed has directed all broadcast organization and contract matters for IBEW, having succeeded Lawson Wimberly in the post.

D. W. Tracy, former Assistant Secretary of Labor, assumes the IBEW presidency Jan. 1, replacing Ed J. Brown, retiring president, following his election at the IBEW San Francisco meeting last September.

CBC Survey

SURVEY is now underway by CBC commercial and engineering departments on the problem of coverage of broadcasting stations. It will provide a more substantial basis for the study of new broadcasting station applications and for affiliation of stations to the three CBC networks. Survey resulted from decisions made at recent meeting of the CBC board of governors. Rate structure survey also is being completed by CBC for network and individual stations.

FM OUTLETS PLANNED FOR TWO MAINE CITIES

PLANS TO OPERATE two FM stations in Maine—one at Portland and the other at Bangor—were announced last week by the Portland Broadcasting System, Inc., which operates WGAN, 5000-w CBS affiliate at Portland. The plans were revealed by WGAN executives at a meeting Dec. 23 with representatives of 19 Southern Maine distributors of radio receivers.

Call letters of the Bangor FM outlet, which will operate with 10,800 w on 94.3 mc, will be WARY. The transmitter house of WARY, located on Rider Bluff in Holden, Me., adjacent to Bangor, is completed, and delivery of technical equipment is awaited, according to C. E. Gatchell, manager of WGAN.

The Portland FM outlet will be known as WGAN-FM and will operate with 3,600 w on 100.0 mc, Mr. Gatchell said. Transmitter house for WGAN-FM, located on Blackstrap Mountain in Falmouth, Me., should be completed within three or four weeks, Mr. Gatchell estimates.

"If unforeseen difficulties do not interrupt our present plans," he said, "we should be broadcasting from these locations in February. However, we can safely estimate that we will inaugurate this broadcasting service by early spring in almost any event."

MacArthur

(*Continued from page 10*)

in the U. S. based on comparative living costs.)

The successful applicant will be sent to Japan immediately at Government expense. He will be housed in a Tokyo hotel, at Government expense—although, of course, he will pay for his own food, at the rate of 25 cents a meal.

He will be expected to stay in Japan on the job for two years—but if he's the right man, the Civil Affairs Division will take him for a shorter period than that. Two years is preferred.

His family can't join him immediately. They can later, when his number comes up on the priority list which is operative in Japan among U. S. armed and civil forces serving there.

Here, as defined by the Civil Affairs Division, are the duties of the Officer-in-Charge, Radio Unit, Information Division:

"To supervise activities of the unit; to coordinate unit administration and production; to control policy regarding material and mode of presentation; to act as liaison between Radio Unit and other divisions of operation; to plan broadcast schedules of Japan Broadcasting Corp. in accordance with directives and objectives."

The radio unit itself, which this man would direct, has these objectives:

"1. To advise the Supreme Commander for the Allied Powers, through the Chief, CIE, on policies pertaining to Japanese radio.

"2. To expedite the establishment of freedom of expression through this media.

"3. To suggest, discuss, and encourage democratic ideas in these media and to suggest to and prepare for the Japanese radio such material as may be necessary to make clear to all levels of the Japanese public, the true facts of their defeat, their war guilt, the responsibility of the militaristic for present and future Japanese suffering and privation and the reasons for all objectives of the military occupation by the Allied Powers.

"4. To advise on and to institute radio programs which will insure public understanding of all directives, policies, and plans for the political, economic and social rehabilitation of Japan.

"5. To supervise and create radio programs which will insure the broadcasting of:

"a. Complete information regarding directives and objectives of SCAP.

"b. Honest, well-balanced domestic and foreign news.

"c. Thorough knowledge of issues of national importance as discussed by qualified professional and political speakers.

"d. Educational, social and cultural programs of merit.

"e. Entertainment programs built in accordance with desires of listening public as indicated by fan mail and poll preference.

"f. Orderly and professional presentation of programs by production and technical staff of the Japan Broadcasting Corp.

"6. To advise the Supreme Commander, through Chief CIE, on policies and directives necessary to relieve this media of undesirable control and to expedite the democratic operation and use of this media."

CLEVELAND'S *Chief* STATION

HEAP BIG HELP TO TIME BUYER

Cleveland's Chief Station has relieved many an advertiser's burden—given him the sales support that brings handsome profits. Through better local programming, WJW has attained wide acceptance and gained a ready, responsive audience in the great Cleveland area. Let WJW give you the aid that builds bountiful sales and makes lasting friendships.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Sellers

(*Continued from page 10*)

vertising manager of the now defunct Loren Miller & Co. (department store) Chicago. In 1930 he joined R. W. Sayre Advertising agency, Chicago, as account executive and radio production manager. Visiting the Century of Progress in 1933, Ardien decided they needed metal direction signs, so as a side-line he contracted with A. D. Joslin Mfg. Co. (signs) and sold the Century of Progress a large number of its signs.

A year later he left Sayre to work full time for Joslin, eventually becoming assistant to the Western manager. He stayed for two and one-half years and then joined Coyne Electrical School, Chicago, where he worked in all departments, learning the business and then as assistant to the president in charge of advertising and sales. After three years he resigned because of ill health.

In 1941 he found at Commonwealth Edison a position where he could be paid for working on his hobby . . . television.

Mr. and Mrs. (Virginia Westerland) Rodner were married in Chicago July 26, 1933. They have two sons, Brian, 10, and Bradley, 4. Mrs. Rodner and the children are looking forward to 1947 . . . for they're buying a television set the first of the year, deliberately steering the "boss" to more evenings at home and less at WBKB.

TWELVE YEARS of sportscasting culminated last week in appointment of Harry Wismer as assistant to G. A. Richards, president of the Richards stations (WJR, WGAR, KMPC). At announcement party (l to r): Mr. Richards; Mr. Wismer; Owen Uridge, vice president and general manager of WJR; and P. M. Thomas, secretary-treasurer of WJR.

HARRY WISMER TAKES NEW POST ON JAN. 1

HARRY WISMER, for four years director of sports for ABC, will assume new duties Jan. 1. as assistant to G. A. Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles. Mr. Richards, who made the announcement, said Mr. Wismer would continue as sports director of ABC, broadcasting the nation's top sports events.

Mr. Wismer joined WJR in 1935 and became sports director for the station in 1937. He broadcast the University of Michigan and Detroit Lions football games and other sports events for WJR. In 1941 he became sports director for the Blue Network, now ABC.

For the past four years Mr. Wismer has been chosen the nation's outstanding sports commentator by *Sporting News*. Other honors he has won include: *Esquire Magazine* sports award, 1944; Atlanta Touchdown Club Award (for being sports broadcaster who contributed most to Southern athletics), 1945; Washington Touchdown Club Award, 1945 and 1946.

Commenting on the appointment of Mr. Wismer to be his assistant, Mr. Richards said: "Mr. Wismer has earned this position, not only because of his outstanding work in radio, but also because he has done so much to instill in the youth of America the principles of true sportsmanship and clean living. With his assistance we will be able to expand the important work our three stations are doing to preserve in our American life those principles of keen competition and fair play that characterize American athletics."

Blume to Washington

JACK BLUME, regional attorney for FCC in Chicago since last March, has been appointed to the legal staff of the FCC Hearing Section in Washington, effective immediately.

EDMONTON stations CJCA, CFRN and CKUA are cooperating in a civic betterment program with a committee of the Edmonton Chamber of Commerce in a month-long campaign. Listeners are urged five times daily to petition the city governments for more paved streets.

Licensing Studied By Authors League

Parts of J. M. Cain's Plan to Form Authority May be Included

PARTS of the proposal recently made by James M. Cain for formation of an author's authority, to be established by the Authors League (including the Radio Writers Guild) as an agency to control the leasing of writers' works, may be included in a licensing system currently being studied by the League, it was revealed in a report in the December issue of the *Authors League Bulletin*.

The League committee studying the licensing system will "present its recommendations as soon as they have reached the blueprint stage."

The report explained that the League committee "recognizes many objectionable features in the authority plan proposals for compulsory membership, assignment of copyright and other questionable legality." However, it "also believes these objections can be overcome when the committee finds the solution of the licensing and subsidiary right problems within the League itself."

The League plans to establish a licensing system which "among other virtues would preclude the possibility of any editorial control of writers' works or dictatorship by individuals, confining itself exclusively to clearly specified business limitations."

Rice Resigns

In the same issue of the *Bulletin* the resignation of Elmer Rice, president of the League, because of poor health, was announced.

Since Clifford Goldsmith had resigned as vice president in October a new president must be appointed by the Authors League council (composed of Peter Lyon, Radio Writers Guild; Christopher La Farge, Authors Guild; Richard Rogers, Dramatists Guild, and Marc Connelly, Screen Writers Guild).

It was understood that the new president would be appointed early in January. It is necessary for the Radio Writers Guild to have the president of the Authors League as well as its own president sign any contracts made with the networks. Negotiations between the Radio Writers Guild and the networks are expected to be resumed sometime in mid-January.

No British Color

COLOR television in Britain is several years away, reported the *London Sunday Dispatch*. "The BBC must continue for three years on the present 405-line definition. Then it will start 605-line definition, greatly improving the quality of the picture," said the *Dispatch*. Color telecasts would mean price increase in sets from about $252 to $840, said the paper, and "present sets would become obsolete."

THE KEMSLEY TROPHY CUP, symbolic of friendship between British and American advertising professions, was presented recently to New York Advertising Club. At ceremonies were, left to right, Sir Henry Webber, director, Kemsley Newspapers Ltd., London; Oswald Berry, who made presentation on behalf of his father, Viscount Kemsley; Eugene S. Thomas, sales manager of WOR New York and president of the club; Col. Gilbert T. Hodges, chairman of the executive board of the New York *Sun*, and Charles G. Green, managing director of the Club.

Union of South Africa Soon To Have Commercial Radio

COMMERCIAL radio will be introduced to listeners of the Union of South Africa about September, 1947, when the "C" Channel Network will begin operating, in addition to the government-owned "A" and "B" networks. Last week George Movshon, formerly a producer with the South Africa Broadcasting Corp., who is in this country on behalf of a number of South African advertising agencies gathering material for commercial broadcasts in South America, told BROADCASTING that the interest in commercial programs in the Union is so great that the new network expects to be sold out by the time it begins operating.

The South Africa Broadcasting Corp. operated as a government subsidiary, is at present the only network in the Union. The corporation is run as a public utility with no stock issued to the public and revenue derived from license fees of 35 shillings per year from persons owning radio sets. The three main originating stations of the network are located in Capetown, Durban and Johannesburg. The SABC maintains a parallel system of operation for the Afrikaans language which is the "B" channel, the "A" channel being the English-speaking network. Both channels are on the air about 14 hours daily.

Similar to the BBC, the SABC is controlled by a board appointed by the minister of posts and telegraphs. It is thought the sole authority this board will have on the new "C" channel will be on time allocation. The profits from the "C" Channel Network will be used to repay its building costs to the government and to improve broadcasting and programming both in commercial and government-owned radio.

The union's radio audience shows a preference for American comedians such as Jack Benny and Bob Hope and shows no prejudice toward recorded shows, Mr. Movshon reported. British radio talent is very popular in the Union, as the majority of the recorded programs are English. During the war South Africa was linked closely with the BBC, receiving its news service and radio newsreel almost daily.

When queried about potential sponsors, Mr. Movshon thought it very likely that American products might use the new network extensively, as the Union is America's fifth largest customer. The question of sponsorship of news programs on the "C" channel has not been decided as yet. As for restricting time monopolies on the new network, Mr. Movshon replied that that was in the deciding stage, as was the rate card. An estimated hour rate on the entire national "C" channel was given as $800.

Mr. Movshon, who is staying at the Hotel Wellington in New York City, expects to be in this country until the end of February seeking program and talent ideas to take back.

Landowners Object

RESIDENTS of Whitemarsh Township in suburban Philadelphia have joined with WFIL Philadelphia to remove the objections of 60 landowners attempting to block development of a civic and recreation center there. The attempts followed tentative approval by the township supervisors of an offer by WFIL to deed the township part of a tract of 214 acres for use as a public park, surrounding three radio broadcasting towers the station proposes to erect on a portion of the land. Veterans, sportsmen, clergymen and civic-minded groups in the township favor WFIL's proposal, it was said, but a group of 60 landowners have filed objections. WFIL also has promised that any interference with local radio receiving sets which may be caused by erection of its broadcasting towers will be eliminated by its engineers upon requests from individual radio set owners.

Lee Appointments

WALTER J. ROTHSCHILD, general manager of WTAD Quincy, Ill., for two years, Jan. 1 becomes national sales manager of both the Lee Stations, WTAD, and KGLO Mason City, Iowa, it was announced last week by F. C. Eighmey, general manager of the Lee Stations. Mr. Rothschild has been with WTAD for 18 years and as national sales manager, a new post, he will continue to headquarter in Quincy, working with the stations' representative, Weed & Co. George Arnold, assistant manager of KGLO before his induction into the Army, has been named to assist Mr. Eighmey in charge of WTAD administration. W. G. Banghart, local sales staff member of WTAD for two years, is now sales manager.

CBC Regulation Due

NEW REGULATIONS pertaining to announcers and producers on the CBC payroll receiving fees from commercial program sponsors are to be issued shortly, Dr. A. Frigon, CBC general manager stated last week. Revision of the system is to be made to provide for a better estimation of the commercial work performed, and to make sure that services of CBC staff members are in line with salaries paid. Regulations will seek to prevent employes from using their position to promote personal interests.

Technical Exchange

ANGLO-AMERICAN agreement for exchange of German technical information acquired by the two nations since VE-Day has been reached, according to W. A. Harriman, Secretary of Commerce. The Office of Technical Services, Dept. of Commerce, is abstracting British documents. The two nations will supply each other microfilm copies of desired documents, the collection including hundreds of thousands of technical processes.

WBBM School

TO ENCOURAGE training of talented Chicago college students, WBBM Jan. 10 starts a weekly *WBBM-FM Studio Theatre* series. WBBM's department of education in cooperation with Northwestern U. Radio Guild will conduct courses in radio writing, production and acting on Fridays, 7:45-9:15 p. m., with members of WBBM leading lecture and discussion groups. Four meetings each month will be required to complete each course. Training will include broadcasts on WBBM-FM. The *Studio Theatre* is being conducted by Elizabeth Wolcott, WBBM educational director, assisted by an advisory board composed of Ben Park, production, and Don Danielson, publicity department, WBBM; Muriel Landers, Northwestern U. facuty advisor, and Beulah Roegge, staff member, Radio Council, Chicago Board of Education.

At Deadline ...

FCC PROPOSES 30 KC ADJACENT CITY OPERATION

PROPOSED AMENDMENT of AM engineering standards, including provision which would preclude licensing of two stations on 30-kc separation in same city but allow it in adjacent cities under certain circumstances, announced by FCC Friday.

To clarify existing standards, proposal would continue to allow licensing on 40-kc separation in same area, but stipulates none will be authorized "with a 30-kc separation from another station, if the area enclosed by the 25 mv/m (millivolt per meter) groundwave contours of the two stations overlap." Nor would stations be licensed with less than 30-kc separation in any event "if the area enclosed by the 25 mv/m groundwave contour of either one overlaps the area enclosed by the 2 mv/m groundwave contour of the other." Present mileage separation tables would be eliminated.

Other changes proposed, resulting from hearing last summer [BROADCASTING, July 29, Aug. 12]: Revised plan of computing RSS interference to avoid error encountered in certain circumstances under present method; inclusion of method of computing nighttime limitation on local channels.

Objections to proposal will be accepted by FCC until Jan. 23, after which oral argument may be called. Effective date of changes, if adopted, not yet decided. Text of proposal will be carried in Jan. 6 BROADCASTING.

WOW GETS LICENSE RENEWAL, DURR, WALKER DISSENTING

WOW Omaha license, on temporary over year, renewed regular three-year period ending May 1, 1949, FCC announced Friday. Following hearings Commission found station not adversely affected by two leases with Woodmen of World Life Insurance Society, original owner. Comrs. Durr and Walker voted "no." Other Commission actions announced Friday:

KDAL Duluth, reconsidered action, granted license renewal without hearing.

WKBW, Buffalo Bcstg. Corp., and WGR Buffalo, WGR Bcstg. Corp., temporary licenses extended to March 30, 1947, on Commission's own motion (cases in litigation involving Churchill Tabernacle time agreement).

KOMA Oklahoma City, special temporary authority for continued operation extended on FCC's own motion to Jan. 30, 1947.

KIRO Seattle, license renewed to Nov. 1, 1949.

Following stations continued on temporary licenses for various reasons to March 1, 1947:

KFJZ Ft. Worth, KOB Albuquerque, KTRB Modesto, Calif., WAIT Chicago, WBAP Ft. Worth, WEEU Reading, Pa., WEW St. Louis, WJAG Norfolk, Neb., WSOO Sault Ste. Marie, KFI Los Angeles.

NAB COMMITTEES TO MEET

THREE NAB committees meet in Washington in late January. Sales Managers Executive Committee, of which Odin S. Ramsland, KDAL Duluth, is chairman, meets Jan. 22-24 at Mayflower. Employe-Employer Relations Committee, headed by John Elmer, WCBM Baltimore, meets Jan. 27 at Mayflower. Small Market Stations Executive Committee meets Jan. 29-31 at Statler.

TRANSFER of WBYN from Brooklyn to Newark, N. J., with power increase on 1430 kc from 1 kw day and 500 w night, to 5 kw fulltime, DA at night, approved by FCC and announced Friday. Commission approved change of licensee name from WBYN-Brooklyn Inc. to North Jersey Radio Inc.

FCC SILENT ON REQUEST TO SUBPOENA W. R. HEARST

FCC Friday refused to divulge whether it will call William Randolph Hearst to testify in hearing on license renewal of Hearst Radio's WBAL Baltimore and Drew Pearson-Robert S. Allen rival application for WBAL clear-channel assignment (1090 kc, 50 kw). Replying to letter from Pearson-Allen counsel [BROADCASTING, Dec. 16], FCC said "each of the parties should undertake to present its full case without regard to any presentation which may be made by the Commission's staff. Accordingly, your request cannot be complied with." Pearson-Allen letter indicated plans to subpoena Mr. Hearst.

Reports circulated, meanwhile, that FCC will deny WBAL petition asking investigation of allegedly "false, distorted and misleading" Blue Book references to WBAL programming and requesting WBAL renewal without hearing [BROADCASTING, Dec. 16]. No decision announced, but 30-day postponement of hearing date, now set Jan. 13, appeared likely after FCC conferred with applicants' attorneys.

FOUR NEW AM OUTLETS GRANTED BY FCC

FOUR new AM station grants announced Friday by FCC:

Cleveland, Ohio—W. J. Marshall. 1540 kc, 1 kw, day only. Mr. Marshall has been chain drug store executive for 20 years, is now president of Marshall Drug chain and stockholder of Cunningham Drug Stores of Detroit. He is son of founder of the Marshall Drug Co. and the United Drug Co.

Forest City, N. C.—Rutherford County Radio Co. 780 kc, 1 kw, day only. E. M. Anderson, publisher of several small newspapers in N. C., owns controlling interest, with minority interests held by R. G. Anderson, formerly with WBIG Greensboro; Clarence Griffin, editor of weekly Forest City Courier; John I. Anderson Jr., reporter on Brevard (N. C.) Transylvania Times. Granted Dec. 26.

LaCrosse, Wis.—Bermac Radio Inc. 1490 kc, 250 w, fulltime. Principals: Margaret S. MacLennan (50%), Hector C. and Millard W. Berg (16-2/3% each), all in photography business; Eutelle W. Berg (16-2/3%), Signal Corps veteran. Granted Dec. 26.

Caguas, P. R.—Inter-American Radio Corp. 1450 kc, 250 w, fulltime. Principals: Alberto Biascoechea (16-2/3%), businessman; Diego A. Biascoechea (50%), owner-director Biascoechea's Clinic, San Juan; Carlos Del Valle Jr. (8-1/3%), co-partner Del Valle & Co., engineers and architects, in charge of Puerto Rico office; Eduardo H. Biascoechea (25%), CAA maintenance technician, Marin Pena, P. R.

BOWL VIDEO PLEA REJECTED

NBC TURNS DOWN Paramount request for right to televise New Year's Day Rose Bowl game between Illinois and UCLA. Network has broadcast classic exclusively for 18 years, hopes to keep similar position in video. Films of game to be flown to New York by NBC and telecast there. Television Productions Inc. (Paramount subsidiary) and Don Lee Broadcasting System video stations to televise Tournament of Roses parade.

BACE VIDEO PLANS

BACE TELEVISION Corp., Hackensack, N. J., which will manufacture custom-built television equipment under license granted by RCA, will begin operation Jan. 15, according to Charles M. Bace, president, former chief television field service manager for Du Mont Labs.

WAIVER of Rule 3.661(a) requiring television stations to operate at least two hours daily and 28 hours weekly continued to March 31 on petition of Television Broadcasters Assn., FCC announced Friday.

People

GARLAND S. FERGUSON becomes Federal Trade Commission chairman Jan. 1 for fifth time, under agency's policy of rotating chairmanship annually. He succeeds WILLIAM A. AYRES.

GEORGE E. ALLEN, member of Aviation Corp. board (WLW, WINS), resigned Friday as member of Reconstruction Finance Corp.

HARRY PATTERSON, account executive, Lockwood-Shackelford, Hollywood, previously KMPC, named commercial manager, KFVD Los Angeles. Succeeds Howard Gray, resigned.

WILLIAM MAC MURTRIE promoted to general purchasing agent of Philco Corp. RAYMOND A. BOYCE moves up to director of purchases.

SALE OF KNET PALESTINE APPROVED BY FCC

FCC Friday announced approval of $37,500 sale of KNET Palestine, Tex. (1450 kc, 100 w) to Gordon B. McLendon, Navy veteran, formerly with several stations including KGU Honolulu and now interested in AM applicant for Oak Cliff, Tex., who acquires 51% interest; John Franklin Long, of Long Theatres in Texas, 39%; Joe J. Brown, associated with Long Theatres, 10%. Sellers: Billy Averitte Laurie (49%), licensee KEBE Jacksonville, Tex.; Ben A. Laurie (50%), Leita Moye Laurie (1%).

Commission also approved two license assignments involving no change in ownership: WEMP Milwaukee (1340 kc, 250 w) from Glenn D. Roberts and nine associates in Milwaukee Broadcasting Co., partnership, to corporation of same name; WWWB Jasper, Ala. (1240 kc, 250 w) from Walter W. Bankhead, Alabama attorney, son of late Sen. John H. Bankhead, to Bankhead Broadcasting Co., controlled by him.

WESTINGHOUSE PLANS BOSTON RADIO CENTER

RADIO and television center planned in Boston by Westinghouse Radio Stations Inc., according to J. B. Conley, WRS stations manager, with work to start in few weeks. Ten-acre tract will be on Soldiers Field Road, adjoining Harvard Stadium. Orders placed with RCA for 5-kw video and 2½-kw audio transmitters for WBZ-TV, with studio and remote equipment; and for 600-foot Blaw-Knox antenna.

Project has Civilian Production Administration approval. Center will house WBZ offices and studios as well as television and FM transmitters. WBZ standard transmitter and WBOS shortwave transmitter remain at Hull.

MARIAN GILLESPIE DEAD

MARIAN GILLESPIE, 57, composer, journalist, pioneer radio director, died in New York after a long illness. One of early women members of ASCAP, she had written radio scripts, acted on air and one time conducted educational program on WNYC N. Y.

SMALL RECORDING firms now must post $1,000 recording license fee with AFM. Fee held in escrow as insurance against possible default by firms going defunct.

MACON (Ga.) Telegraph Publishing Co., publisher of Macon *Telegraph* and *News*, given conditional grant for Class B FM station, FCC announced Friday.

RING OUT, WILD BELLS

by ALFRED TENNYSON

Ring out, wild bells, to the wild sky,
The flying cloud, the frosty light:
The year is dying in the night;
Ring out, wild bells, and let him die.

Ring out the old, ring in the new,
Ring, happy bells, across the snow:
The year is going, let him go:
Ring out the false, ring in the true.

Ring out the grief that saps the mind,
For those that here we see no more;
Ring out the feud of rich and poor,
Ring in redress to all mankind.

Ring out a slowly dying cause,
And ancient forms of party strife;
Ring in the nobler modes of life,
With sweeter manners, purer laws.

Ring out the want, the care, the sin,
The faithless coldness of the times;
Ring out, ring out my mournful rhymes,
But ring the fuller minstrel in.

Ring out false pride in place and blood,
The civic slander and the spite;
Ring in the love of truth and right,
Ring in the common love of good.

Ring out old shapes of foul disease;
Ring out the narrowing lust of gold;
Ring out the thousand wars of old,
Ring in the thousand years of peace.

Ring in the valiant man and free,
The larger heart, the kindlier hand;
Ring out the darkness of the land,
Ring in the Christ that is to be.

For Sure Mike
GUARDIAN OF
AMERICAN FREEDOM

WJR

50,000-WATT CBS AFFILIATE • REPRESENTED BY PETRY
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G. A. RICHARDS, PRES. • OWEN F. URIDGE, VICE-PRES. & GEN. MGR.

PANAMA'S *newest and most powerful Radio facilities*

HOX

selling at the Cross Roads of Latin America

Staff at transmitter, Station inauguration Oct. 12, 1946

HOX	HOXA	HOXB	HOXD
1000 w—940 kc	*7500 w—15,100 kc*	*7500 w—11,810 kc*	*1000 w—1310 kc*

COVERAGE: HOX will give standard band coverage of Panama City, Colon, Cristobal, and all important commercial points in the Republic.

HOXA and HOXB, which are the most powerful commercial shortwave operations in or around Panama, complete the coverage of all of the Republic plus all Central American countries and the northern countries of South America. HOX, HOXA and HOXB will broadcast all programs simultaneously in Spanish. HOXD, with a frequency of 1310 kc, will give the Republic of Panama a broadcast service entirely in English.

OPERATION: HOX, HOXA, HOXB will be sold as a unit for simultaneous broadcasts with both the shortwave and the longwave programs included at one rate. HOXD will be sold as a separate operation.

Program structure will follow the same standards of policy as established in the United States. Sources of programs will include the transcriptions of NBC and World libraries, together with a full library of Latin music.

News service includes complete I.N.S. foreign news with local news supplied by La Nacion and The Nation.

The best local live talent, musical and dramatic, also will be available mostly on an exclusive basis through these stations.

EQUIPMENT: The very substantial financial backing of Radio Centro Americana has enabled it to supply the stations with the best and latest models of RCA equipment. There is a 261-foot Blaw-Knox tower. Turntables, recording equipment, and smaller studios are already in operation at the preliminary quarters at the transmitter site. A larger establishment, with auditorium for audience participation shows, additional studios, etc., will be in a new building now under construction in Panama City.

The program director is widely experienced, both in the United States and Latin American broadcasting circles. An able staff assists him. Engineers with highest licenses and excellent training assure the well operated technical activities of the stations. A total of more than 20 now are employed by the stations.

Radio Centro Americana offers advertisers an honestly priced, efficiently run, intelligently administered broadcasting operation through which the broadcasting field of the Republic of Panama and neighboring Republics can be covered through one operation.

Our exclusive representatives in the United States will be glad to supply you with programs, rate cards, and availabilities.

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PANAMA

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